

PMaps Assessment

A decision making tool for Hiring & Engagement..

About Us

- **PMaps** is India's fastest growing Psychometric assessment firm **specialized in improving customer service & sales productivity.**
- **We aim at helping companies for making objective "People" decision.**
- **"Be evidence based while taking decision in LIFE or HIRING"** is our core Philosophy.
- Brainchild of management graduates and backed by leading social science institute, **We** have built a unique **"Evidence based decision making tool"** for generating greater return over **"People"** Asset.
- We measure **"People"** competencies across employee life cycle through scientific psychometric framework felicitating better **"People"** decision.
- We predict work behavior via our unique AI based engine that collects, categories and summarize most of your **"People"** data to take an objective **"People"** Decision.
- Our team comprises of **seasoned psychologists, Data Scientist and OB practitioners** with more than 55 years of experience in industrial psychology, Statisticians and IT experts to provide you with seamless execution through web or desktop application.
- We internally design, calibrate, validate & implement psychometric instruments across sectors like **ITeS, BFSI, Telecom, FMCG, eCommerce, Pharma & CD.**

PMaps Milestones

PMaps Personality Profiler™ reported High face validity and reliability of .81

PMaps CSO™ reported a reliability of .79

PMaps Sales Assessment™ reported a reliability of .73

PMaps 7Q™ survey for Employee engagement instrument got beta tested with reliability of .76

PMaps ML™ Tool got integrated with SQL server for predictive analytics

Some Interesting Facts – PMaps Assessments

Assessed more than 1 lacs front-line/channel sales staff across FMCG, Consumer Durable, BFSI & others.

Assessed more than 2 lacs customer service agents till date.

Improved TNPS/CSAT for Top Telecom/DTH player (*i.e. Vodafone + Idea... And still in Progress*).

Improved Hiring for Top 20 BPMs And still in Progress .

Live Industry wide Predictive algorithm for HIRING Insurance sales executives.

Live Industry wide Attrition algorithm for Sales executives.

Our Clients



And many more.....

Benefits - PMaps Assessment



Monetary Benefits

- Improves Customer Satisfaction score
- Improves Sales productivity
- Higher employee productivity
- Reduce time to hire by 50%
- Pay back period < 6 months

Process Improvement

- Makes training more effective
- Make service/sales rep more engaged
- Audit tool for your's BPO partners

Evidence based Decision Making

- Who might leave your company in next six months.
- next top performer via our unique proprietary algorithm

More about us

We can answer three questions for you??

How to measure Industry recognised competencies for hiring?

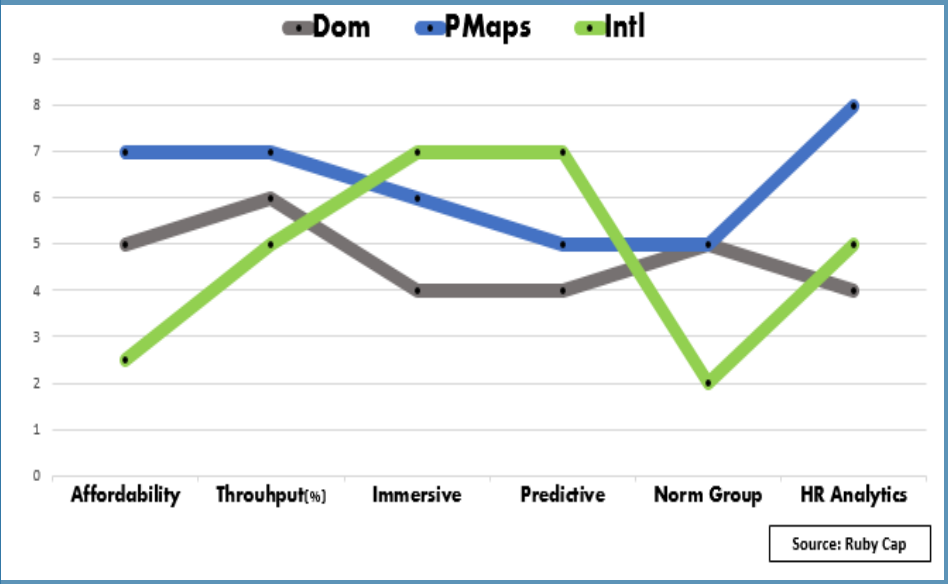
How to measure post hiring competencies in existing work force?

How to predict performance or attrition?

Our MULTIPLE Value proposition

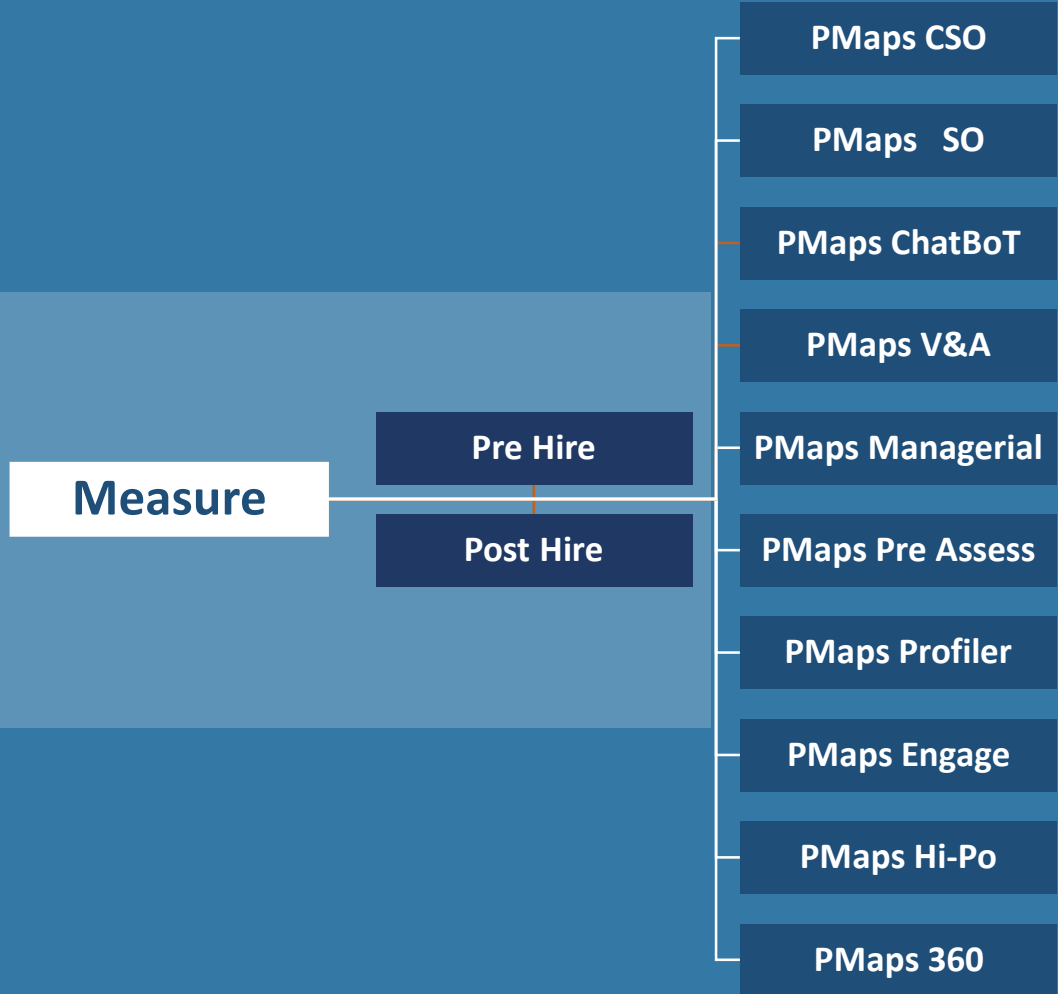


Why Us compared to other?

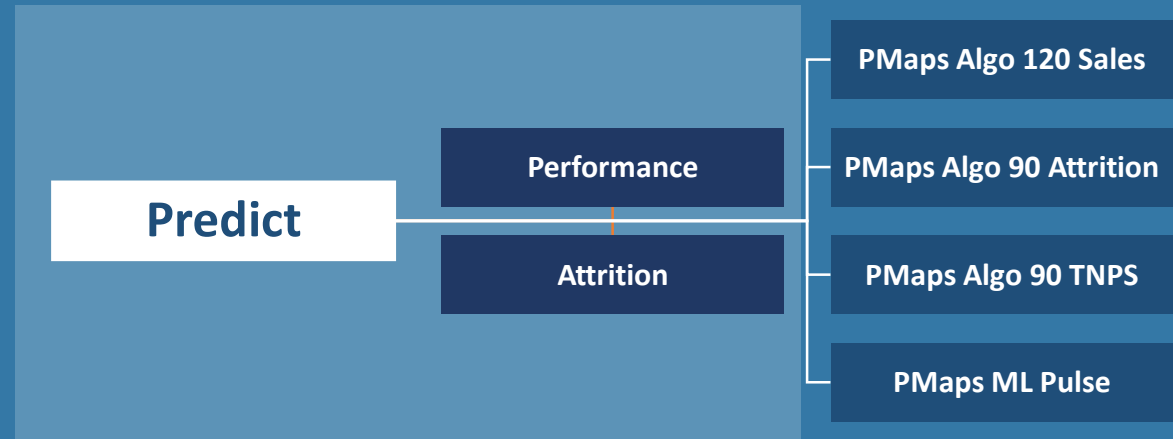


Measure+ Predict= PMaps Product

We *measure* “People” competencies across employee life cycle through scientific psychometric framework facilitating better “People” decision



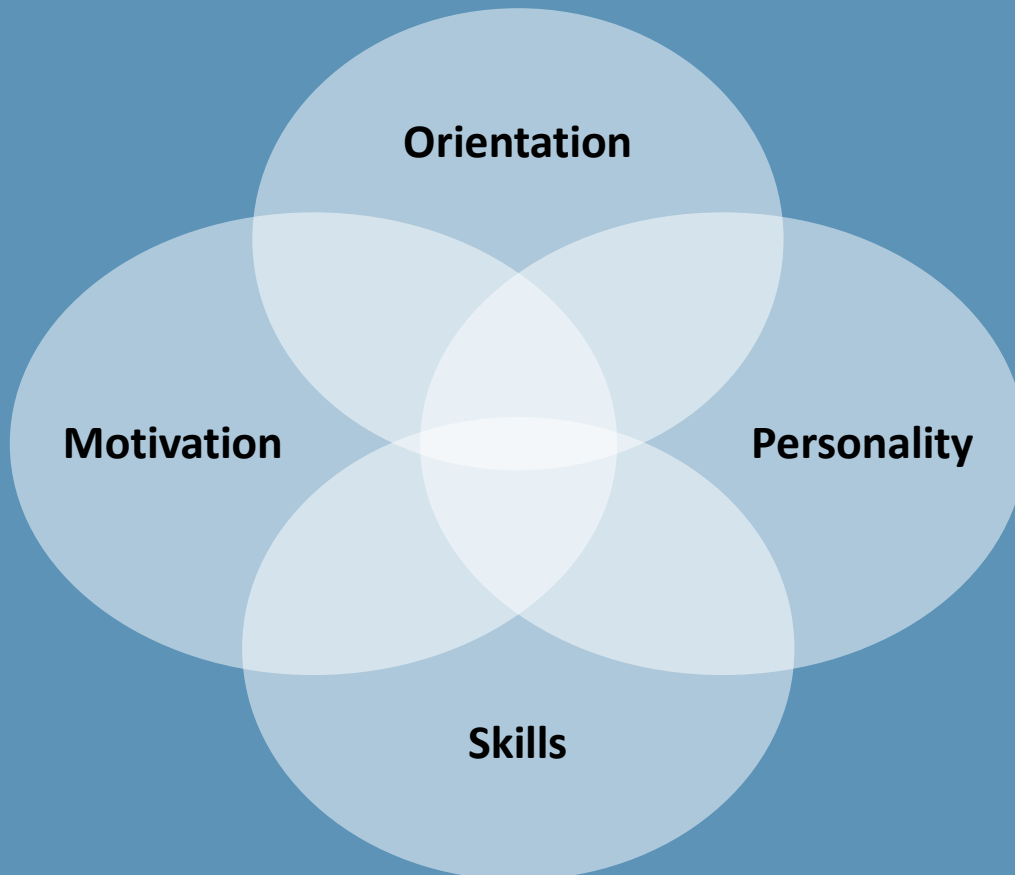
We *predict* work behavior via our unique AI based engine that collects, categories and summarize most of your “People” data to take an objective “People” Decision



** CSO= Customer Service Orientation
 ** SO= Sales Orientation
 ** V&A= Voice & Accent
 **Hi-Po= High Performer

Proposed Solution

Levers



Predictive Analytics & Benchmarking

Correlation between Assessment score and Work performance scores

CSAT
ACHT
TNPS

Sales
Performance
Achievement
(%)

TL Rating
Internal Rating
Quality Scores

A Case: Evidence based Hiring Decision Model



Our unique proprietary algorithm has an **prediction of 61%** for > 29k Insurance sales executive with p value < 5% WITHOUT considering engagement scores. Details are mentioned in subsequent slide.

Thank You