sammi select

SAMMI®

The online interview and assessment transforming candidate selection beyond standard interviews

✦ Select the right people

✦ Put fairness as well as cost-efficiency at the heart of your interview process particularly for the neurodivergent community.

Summary

Sammi-Select® can help you save ~50% of time, expand your applicant funnel and achieve diversity hiring with our authentically inclusive online interviews and assessments.

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The first interview and assessment system co-designed with people for people

We are internationally recognised thought-leading online Structured Interview Specialists who, through our customisable software, enable you to unlock applicant potential to achieve a diverse workforce. Our approach ensures that underrepresented groups like the neurodivergent community are not disadvantaged, as can happen with traditional interview methods.

We offer you a bespoke solution co-created with end users. We have not simply assumed we know what optimisations people need, especially within the neurodivergent community. Instead, we have engaged with over 500 volunteers to discover their needs, incorporate them, and diligently evaluate the results. Find out more here.

The Problem:
Recruitment is
Biased

Data tells us that 40% of neurodivergent people are unemployed, and 80% are underemployed[1]. If this is not shocking enough, we know that associated costs to the government exceed £3.6 billion per each year[2]. The situation is further impacted by intersectionality where other forms of discrimination and inequality stemming from race, gender, socioeconomic background, and age compound the issue.

The business case for increasing fairness in the hiring process is unequivocal.
We know that diverse teams deliver 60% better results and make better decisions in 87% of cases.[3]

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Why it matters?

Amazing diverse talent is being overlooked and underrepresented. As a hiring organisation the diversity of your candidate pool matters because candidates want to work for organisations that share their values. They need to feel a sense of belonging, and importantly, to see people like themselves. A diverse work force is no longer just a moral imperative, it is also a requirement for ESG compliance and is core to the United Nations Sustainable Development Goals 5 and 10[4]. However, achieving both a diverse workforce and providing equitable access to jobs has been historically hard to achieve... Until now.

The solution

Meet SAMMI® — our online asynchronous inclusive interview and assessment platform.

SAMMI® is built on the unique, scientifically proven interview methodology called <u>Multiple Mini Interviews</u> which is used by universities and public sector organisations across the world. 'Asynchronous' means candidates respond to pre-recorded interviewers asking questions in a timed circuit, whenever and wherever it is convenient. Similarly, interviewers access applicants recorded video interviews at a later date at their convenience.

What's even better is that we have asked over 300 applicants and 200 neurodivergent people what optimisations would meet their diverse needs. We have incorporated them into our platform in a game-changing accessibility tool bar. This enables candidates to customise their setup before beginning their interview, providing significant benefits, especially to the neurodivergent community.

▷ Watch our short explainer video

| Position | Font | Colours | Your Video Settings | Question Subtitles | Progress | Reset Settings |

Candidates have access to a practice portal to familiarise themselves with the interview process, ensuring that unfamiliarity with the platform does not affect their performance.

This aligns with our vision of 'universal design', where both neurotypical and neurodivergent people have equal access and accessibility built in by design. This should not be considered a luxury or 'icing on the cake' but rather a way of ensuring that people's every day needs are met.

Data

We have conducted rigorous research, testing and analysis, and we have data to back up our success. Data collected from over 2000 applicants has proven SAMMI® provides fairer, cost-efficient candidate selection compared to traditional interview methods.

- 50% time saving compared to traditional interviews.
- 100% consistent interview experience for candidates and recruiters.
- Improved fairness by increasing access to eligible candidates by >10%.

Time-saving evidence

	Interviewers	Total interviewer time	Coordinator	Total coordinator time	Total time
Panel/videoconference Panel interview lasting 30 minutes with 2 interviewers	2	60m	1	15m	75m
SAMMI® 6 question SAMMI® circuit with 4 minutes at each question and 1 minute between	6	30m ↘ 50%	0	0m ↘ 100%	30m ↘ 60%

Who cares?

Applicants

92% of neurodivergent applicants agreed that

"SAMMI made it easier for me to complete my interview."

Admissions/HR Managers

University admissions staff have told us the time savings

"Changed my life."

Organisations

Organisations such as the University of Surrey have told us

"It's a game-changer."

The evidence

Traditional interviews are subject to unconscious bias

Traditional interviews are susceptible to the influence of unconscious biases, which can manifest when an interviewer draws upon their personal values, experiences, and interests and applies stereotypes[5]. This may, inadvertently affect the interviewer — such as how they ask interview questions, resulting in each interviewee experiencing the interview in a slightly different way.

People have different accessibility needs

Face-to-face interviews generally require candidates to travel to a particular location at a specified time for the interview, which may not always be feasible or optimal for a variety of reasons. Individuals with caring responsibilities, those who are neurodivergent, or have physical access requirements may find it challenging to travel to a new, unknown, and unpredictable environment for an interview. As a result, this could potentially reduce the likelihood of them attending the interview at all.

Multiple Mini Interviews

Multiple Mini Interviews (MMIs) are a series of short, focused 'mini' interviews, typically comprising between six–twelve questions in a timed circuit; each one is asked by a different interviewer.

The candidate has around four or five minutes to answer each question, before they must move to the next interviewer, ready for their next question. Think 'speed-dating', but instead of looking for a partner, people are interviewing for a job! MMIs are extensively used in academia and in public sector recruitment and are recognised for their ability to reduce unconscious biases that might unknowingly and unintentionally impact the interview process.

Do MMIs address the problems of traditional interviews?

Partly, yes. Research has shown that MMIs are a less biased and more consistent way of interviewing, as well as selecting individuals who are most likely to excel in roles compared to traditional structured or unstructured face-to-face interviews. Essentially, the evidence demonstrates that if many people were to take the MMI multiple times, they would consistently achieve the same results each time they participate in the interview.

However, not completely. While face-to-face MMIs reduce the negative effects of unconscious bias, they don't address issues relating to the need for flexibility concerning time and travel.

So, what if we delivered MMIs online? Meet SAMMI®.

SAMMI which stands for (Scalable, Automated, Multiple Mini Interviews) is an online asynchronous interview platform that enables companies to recruit into the workforce using authentically inclusive MMIs.

The SAMMI® Benefits:

- Digital inclusion: SAMMI® is an easy-to-navigate online platform, co-designed by users for users. Unique research data shows it is consistently reliable and fair across race, gender, age and neurodivergence plus it allows candidates to complete their interviews whenever and wherever is convenient.

- It utilises proven MMI methods: MMI's have been scientifically shown to reduce bias and provide robust, valid, and cost-efficient assessments (saves 50% time compared to traditional methods). Our CEO, Dr Alison Callwood, the only known person to hold a PhD in MMIs, has brought together a team of experts to deliver an authentic platform resulting in fairness and efficiency to your selection processes.

- Different question types in different formats can be asked within one MMI to assess role-relevant values and attributes making it hard to game.

- The assessment can be multidimensional where behavioural indicators are tailored to assessing desired values and/or attributes either in each question or across questions. The breadth of constructs that can be assessed is not limited.

- The platform set up is totally customisable from background branding to interview content and assessment.

- It's asynchronous and automated: This means interview questions are pre-recorded and uploaded to the SAMMI® platform.

  - Utilising pre-recorded questions ensures a 100% consistent candidate experience thereby eliminating the potential for unconscious bias.

  - Diversity of interviewers can be ensured both in pre-recorded videos and assessment of candidate responses whenever and wherever is convenient.

  - Candidates' answers are recorded by video and saved to the SAMMI® platform using our proprietary MMI-based software, ready to be scored at any time by recruiters. This simple difference can have a significant resource reduction impact compared to traditional approaches.

  - The user interface (UI) is uniquely customisable for neurodivergent applicants to facilitate engagement and performance.

  - It's flexible and convenient: SAMMI® allows interviews to be scheduled by the candidate at a time of their convenience.

  - It's Scalable: The number of interviews can be scaled to meet a clients' needs.

Why Use SAMMI®?

Data from over 2000 applicants demonstrates that SAMMI® is consistently reliable and valid.

Sub-group analysis conducted on 200 randomly selected volunteers, categorised by specific demographics (50 in each group including gender, ethnicity, age and neurodivergence) and it showed similarly positive results.

Evaluation data from volunteer applicants showed that they qualitatively viewed the flexibility, diverse staff representation, relaxed environment, and cost savings as advantageous. Interviewers found the system to be intuitive and flexible (96%), saving 70% of time and thereby reducing stress. See our publication in BMJopen, a peer reviewed academic journal.

Most recently we have co-designed SAMMI® for neurodivergent accessibility by collaborating with 250 neurodivergent volunteers and charities. Our data indicates that there are no statistically significant differences in mean scores between neurotypical and neurodivergent volunteers inferring that the platform is fair and accessible. Additionally, 92% of neurodivergent volunteers stated that the SAMMI® platform "made it easier to complete my interview".

For applicants

SAMMI® enables a larger pool of people a more equal chance of success by increasing accessibility and convenience.

SAMMI® addresses the problematic aspects of traditional interviewing techniques by:

- Conducting interviews via an online platform, making it more convenient.

- Increasing accessibility for those who might require adjustments to help level the playing field. This might include individuals with varying levels of ability or those who are neurodivergent.

- Pre-recorded interview questions ensure that each candidate has exactly the same interview experience. Avoiding the use of live interviewers reduces potential for variations in question delivery as well as eliminating the introduction of subconscious bias associated with the candidate's intersectional identity.

- Improving autonomy: Giving candidates a week-long window to access the SAMMI® platform and complete their interview means they have more opportunity to participate at a time where they can perform their best without interruption or distraction returning the power of choice to them.

- Empowerment through familiarisation: Providing candidates with the opportunity to access the practice portal and become familiar with the SAMMI® platform and the interview process beforehand empowers them and boosts their confidence. Candidates can practice a sample question within the portal as many times as they wish before the actual interview. Feedback from candidates indicates that these features reduce stress and enable them to perform at their best.

For recruiters

SAMMI® saves up to 50% of time compared with traditional interviews.

- Expands the candidate funnel: Data collected in our unique randomised control trial showed that for every 1000 applicants, SAMMI® essentially expands the applicant pool to include an additional 100 candidates who might have otherwise been excluded by more traditional selection methods.

- Reduces time intensity: SAMMI® is convenient, time efficient, reduces resource requirements and lowers the cost of recruiting. Recruiters also benefit from the time and space to review candidates' recorded interviews at a time that is convenient to them.

- Building in consistency and transparency: Because all interviews are conducted and scored in exactly the same manner, this enables a genuine comparison between candidates.

- SAMMI® is the perfect way to conduct large numbers of preliminary interviews fairly and consistently to produce high quality, tightly focussed shortlists of candidates.

For corporate organisations

SAMMI® provides a fairer, more efficient way of recruiting.

- SAMMI reduces the amount of time, money and people resources required to effectively hire talent to the business.

- Fair and transparent recruiting: SAMMI® has been proven to enhance the fairness of the recruitment process by increasing accessibility, improving consistency, and reducing bias. This results in an expansion of the applicant pool to include 10% more suitable candidates compared to traditional interviewing techniques.

- Reputation enhancing: Providing candidates access to SAMMI® ultimately demonstrates a commitment to reducing bias and eliminating the possibility of unconscious bias during interview process. This can protect a business from the damage caused by subjective accusations of unfair and discriminatory interview practices.

- Access for review and audit: Because SAMMI® provides a structured and consistent process, it becomes possible to compare and audit how candidates were assessed, providing metrics for EDI (Equality, Diversity, and Inclusion) and ESG (Environmental, Social, and Governance) key performance indicators.

- ESG compliance and commitment: SAMMI® can assist businesses in fulfilling their the ESG commitments, especially in compliance with the EU Corporate Sustainability Reporting Directive (2023). Furthermore, recruiting via SAMMI® would enable companies to demonstrate the measures they have implemented which align with sustainability-orientated policy interventions and evolving equity, diversity and inclusion reporting initiatives.

Contact

To find out how your organisation could benefit, contact us today.

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