

## USING DATA TO DRIVE ASSESSMENT:



### Vision

Detects emotion, analyzes sentiment



### Speech

Understands and assesses intent



### Language

Identifies positive/negative sentiment, recognizes key phrases, and relevant topics

## THE DIGITAL ROOM EXPERIENCE

The Digital Room introduces you to an Avatar-led assessment supported by artificial intelligence. It is delivered via web browser and can be customized to meet specific client needs, supporting situations from leadership assessment to large-scale recruiting and candidate screening.

The Digital Room leverages ManpowerGroup's 70-years of assessment expertise and experience. It allows the best blend of human expertise and tech methodology to develop and upskill people for individual roles and leadership.

Welcome to the ManpowerGroup

# DIGITAL ROOM

Innovative Technology for  
Data-Driven Assessment



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## IN THE DIGITAL ROOM, ZARA IS ASSESSING:

- Digital fluency and understanding of digital concepts
- Interviewee's behavior during the interview
- Personal characteristics: leadership, autonomy, decision making, openness to change, organization, respect for rules and hierarchy, and self-control

TO LEARN MORE ABOUT  
THE DIGITAL ROOM EXPERIENCE, VISIT:  
[www.right.com/DigitalLeader](http://www.right.com/DigitalLeader)

Powered by:



Meet Zara, ManpowerGroup's avatar, who delivers digital assessment supported by artificial intelligence. She asks a series of questions, developed and scientifically validated by Right Management, our career expert business. The technology measures verbal and non-verbal responses including body language, voice and focus.



Zara helps you discover how ready you are to lead in the digital age.

## ZARA AND THE DIGITAL ROOM ARE TAILORED SOLUTIONS

Zara can also deliver volume assessment, for example for call center roles.

By customizing interview questions and key words the Digital Room provides workforce solutions across sectors, at scale.



### EXPERIENCE THE DIGITAL ASSESSMENT ROOM



Welcomes user



Zara asks personalized questions and uses pre-defined keywords to assess fluency with concepts/terms



Camera and microphone capture real-time data and analyze gestures, smiles, words and tone of voice



DigiQuotient Assessment is carried out online



Algorithms evaluate physical poses and confidence. DigiQuotient assesses readiness to lead through digital workforce transformation



Onsite guide provides personalized report with some explanation



User receives full report via email



10 MINUTES