ROI Case Study

Artificial Intelligence

Hogan partnered with consulting firms and clients around the world to improve selection accuracy for Artificial Intelligence (AI) Professionals. AI Professionals are responsible for working with computers to analyze information, interpret and communicate that information to the company to drive strategy and decision making, and develop and implement solutions to manage data.

Hogan's data science team developed a scientifically valid screening tool to improve the quality of AI Professionals. Hogan identified specific competencies, characteristics, and values that predict job success. Hogan built a custom personality profile using the Hogan Personality Inventory (HPI), Hogan Development Survey (HDS), and Motives, Values, Preferences Inventory (MVPI) that enables companies to select higher-performing AI Professional candidates.

▶ Critical Characteristics Assessed by Hogan

In order to build the most accurate personality profile, Hogan's data science team determined that the following characteristics and values had the greatest impact on job success:

- **HPI Strengths** – higher Adjustment, higher Ambition, higher Prudence, and higher Learning Approach
- **HDS Risks** – higher Excitable, higher Leisurely, and higher Imaginative
- **MVPI Values** – higher Science

By incorporating the Hogan profile into the candidate assessment process, companies were able to more effectively select AI Professional candidates with the characteristics most important for career success.

▶ Hogan ROI

Hogan's research shows that by using the Hogan profile, the companies can expect to see a **21% improvement** in overall accuracy, selecting 10.5% more good hires and avoiding 10.5% more bad hires.

WITHOUT HOGAN PROFILE: 50% / 50%

WITH HOGAN PROFILE: 39.5% / 60.5%

■ BAD HIRE SELECTION   ■ GOOD HIRE SELECTION