



How Play Sense made **informed hiring decisions** to scale their digital marketing team



// *Our previous hire was an expensive mistake financially. It created a churn and noise in the business that was truly frightening. We didn't realise how devastating it can be until we experienced it.*

Megan Faure, CEO | Play Sense



INDUSTRY: Online Education, In-home child education

LOCATION: South Africa

OF TEST PARTICIPANTS: 3

Play Sense is a unique concept in early childcare and education. They match like-minded families with qualified Early Childhood Development teachers in micro-play schools and online play schools.

THE CHALLENGE:

Ensuring hires have the knowledge and skills to perform in their required roles

Megan Faure, CEO of Play Sense, is responsible for the growth of the business. After recently receiving funding, they needed to scale their marketing team with the best people to increase customer acquisition and retention.

WHAT WE PROVIDED

Comprehensive Digital Marketing Screening & Certification

- Easy customer experience
- Detailed reporting
- Dedicated support

Their first attempt at scaling the team didn't go to plan. The hired employee's skill set was not well-matched for the role they were appointed for.

■ *The result, according to Megan, was that:*

"it was an expensive mistake financially and it created a churn and noise in the business that was truly frightening. We didn't realise how devastating it can be until we experienced it."

PLAY SENSE RESULTS

- Complimentary skills hire
- Confidence in candidate's capabilities
- Reduced risk on hire

Play Sense knew they needed to do something different with the next hires. However, each CV said the candidate had all the skills they needed and as they were not digital marketing experts, they were in the precarious position of blindly trusting the potential candidates.

Fortunately, there was an alternative this time: The DMAT assessment.





THE SOLUTION

Data-backed skills assessment for each candidate before final interviews

Play Sense implemented a robust screening process and needed a flexible assessment solution to fit in with their current process.

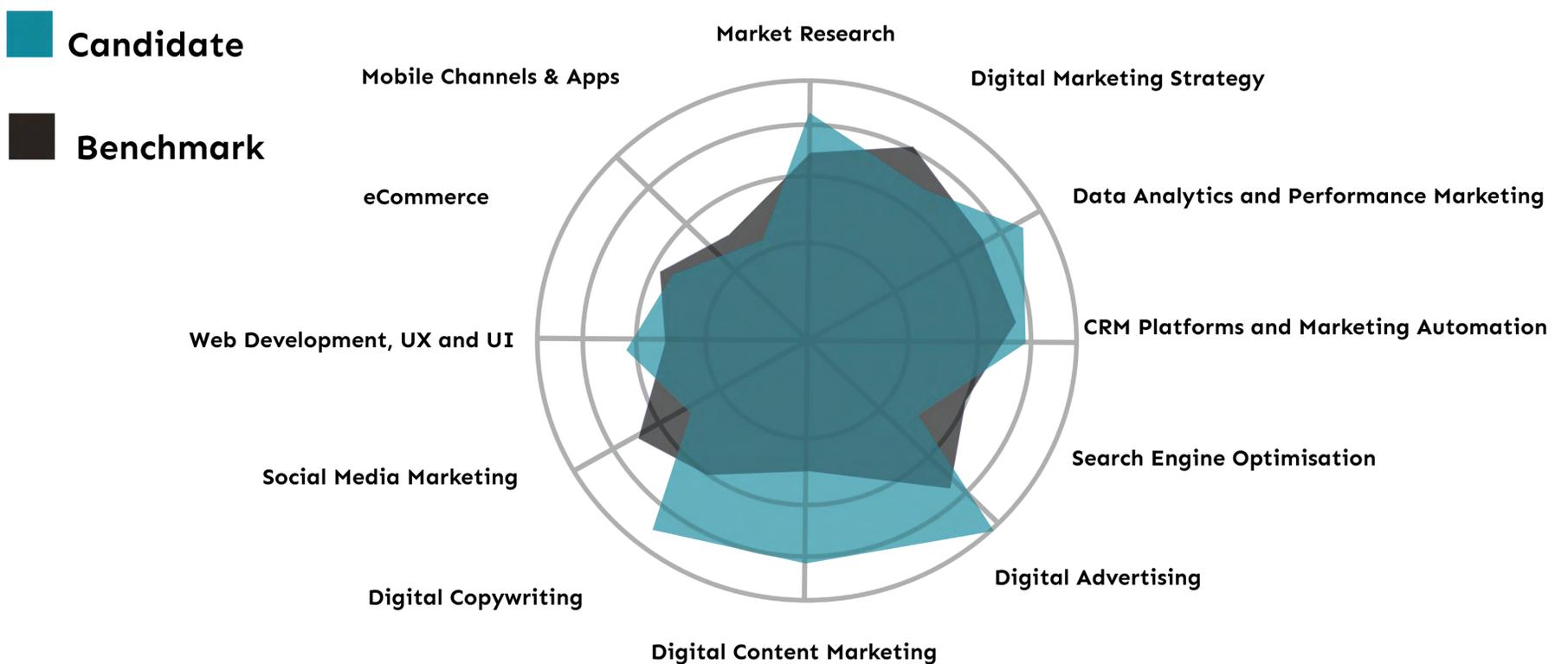
They used a recruitment agency to bring a shortlist of candidates who had the relevant experience on their CV's.

Candidates were each given one-week to complete The DMAT assessment. When each candidate completed the assessment, the Play Sense team detailed visuals reports highlighting the candidate's strengths and weaknesses. Once all of the candidates had written, they were sent an overall report.

These reports provided an objective view of which candidates' had the strongest expertise across each of the 12 categories tested.

By the nature of someone being in marketing, it means they can sell ice to eskimos. They can sell themselves into a job. We came to The DMAT to sort the wood from the trees. We needed to know which one was the strongest.

Megan Faure | CEO | Play Sense





THE RESULT

Complementary digital marketing skills were paired to build a strong team



“We found that The DMAT highlighted the strengths and weaknesses of each candidate to ensure they weren’t put in the wrong roles

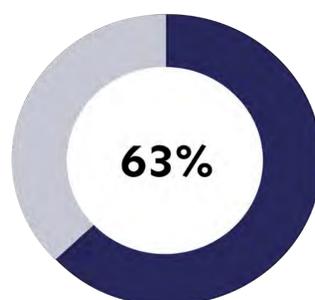
Megan Faure, CEO | Play Sense

The result was surprising. Play Sense chose not to hire the best performing candidate. Rather, they hired the two candidates that scored lower overall.

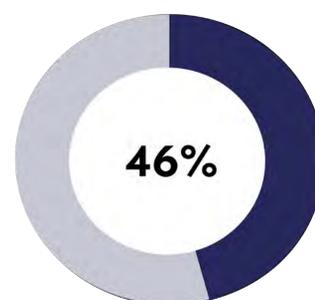
■ Why?

After looking at the candidates’ skill reports, the selected candidates had highly complementary skills. This was a way for Play Sense to build a well-rounded marketing team with the data gained from the assessment.

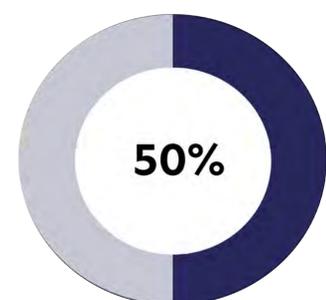
The result shows the importance of an objective skills assessment in the hiring process as it reveals data driven insights that are difficult to discover in a normal recruitment process.



Candidate A

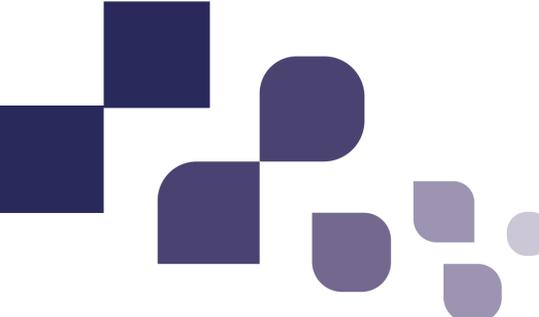


Candidate B



Candidate C





Build a data-driven hiring process with the most comprehensive Digital Marketing screening assessment on the market.

CONTACT US TO SCREEN POTENTIAL HIRES



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