

# Data-Driven video interviews and assessment for training, development & recruitment

July 2022

# About myself



**Dr. Dennis Lee,**  
**MHKIE, CEng**  
**Co-Founder & CTO**

- PhD in Engineering (Imperial College London)
- 15 Years in R&D, Product Development and Project Management
- Technical Areas: AI, Software Engineering, Digital Transformation, Building Engineering

# Neufast



Started in 2018, Neufast is a serial award winner in multi-lingual AI Video Assessment with **50** years in Data Science & Industrial & Organizational Psychology in our team

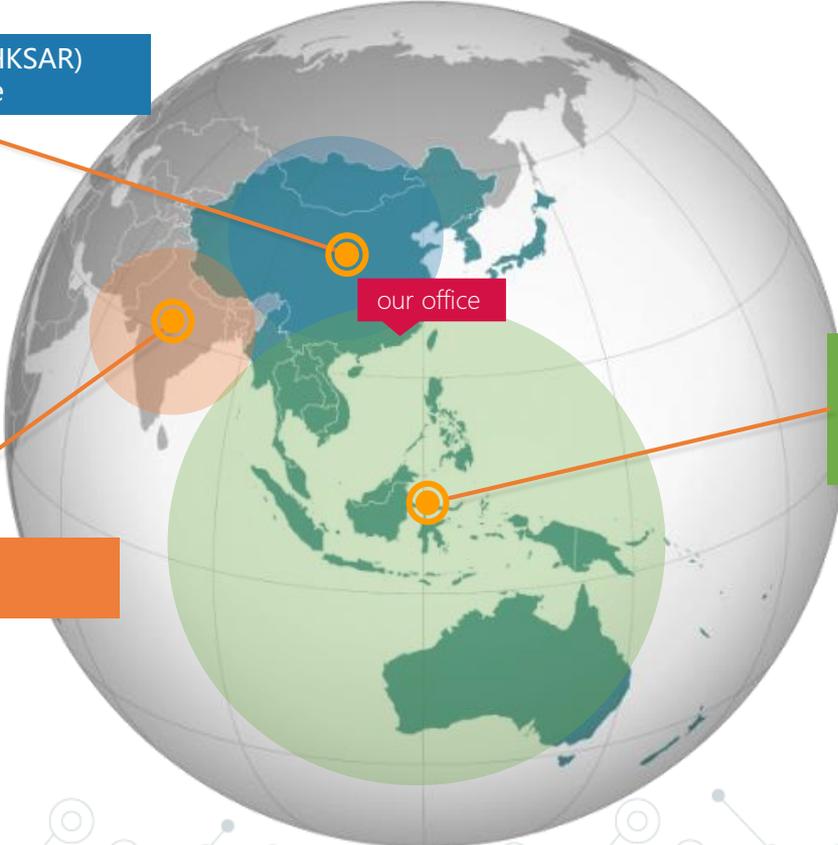
## Our track record:

- Over **60,000** interview videos
- **3m** spoken words collected & analyzed
- Trusted by **180** employers & recruitment firms
- Platform extends from recruitment to corporate training



# Serving clients across Asia

GREATER CHINA (including HKSAR)  
Mandarin & Cantonese

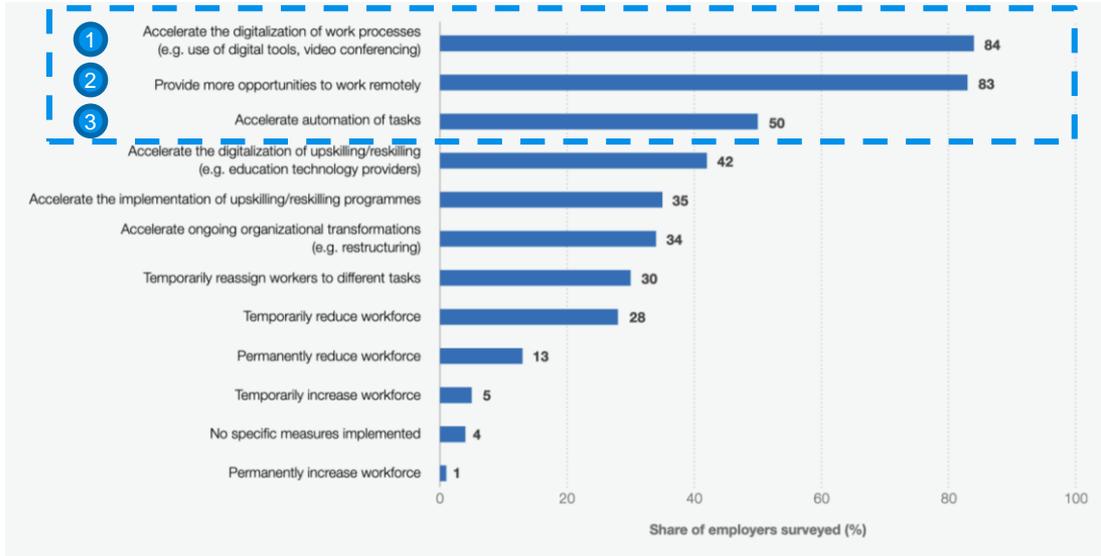


SE ASIA & ANZ  
English / Thai / Indonesian /  
Vietnamese / Malay / Japanese /  
Cambodian

INDIA  
English

# The Fourth Industrial Revolution

## Digital adoption during COVID



Source: Future of Jobs Survey 2020, World Economic Forum

# The pain points in enterprise training & assessment

## Time consuming

Training and assessing hundreds or even thousands of employees can be incredibly time consuming.



## Low motivation

Employees are busy at their work and have low intention to participate in training.



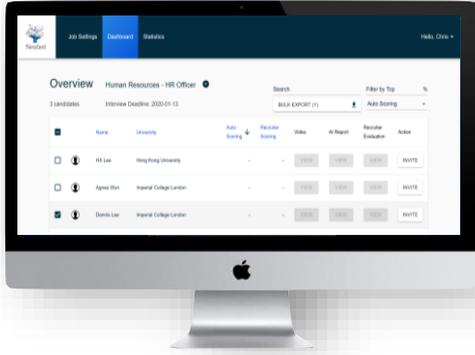
## One size fits all

A lot of companies set up the same training for all employees, regardless of experience, knowledge, or background. This decreases the efficiency of training.



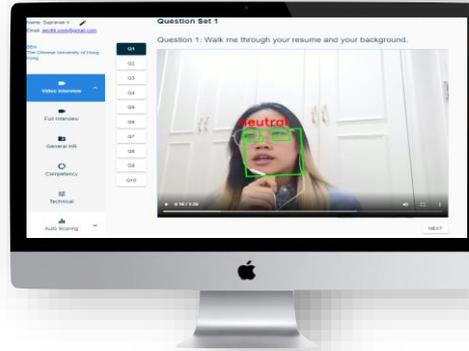
# Data-driven Automatic Assessment

## 1. Setup Assessment Easily



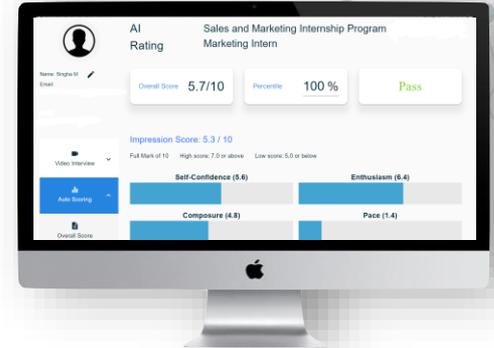
Trainers can set up the assessment in 10 mins using and send bulk invitation emails and SMS messages

## 2. Candidate Assessment



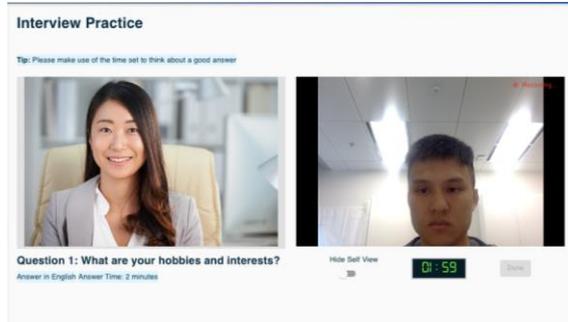
Neufast platform is easy to use and runs multi-lingual assessment online **anytime anywhere 24x7**. Bite size video can be added between questions for trainings

## 3. Assessment Analysis

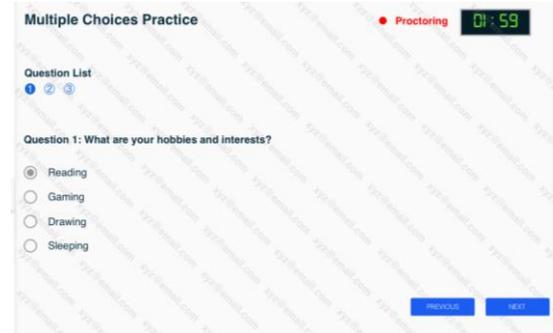


Trainers can review the videos with auto-generated assessment reports and share the score and the video answers with other assessors

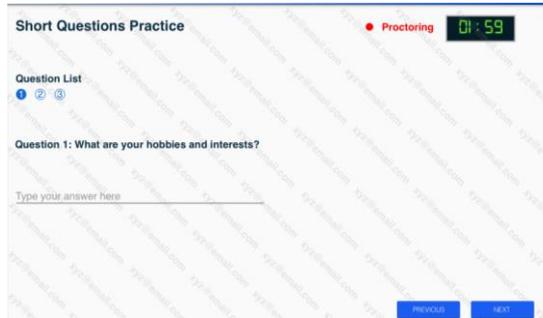
# Assessment methods



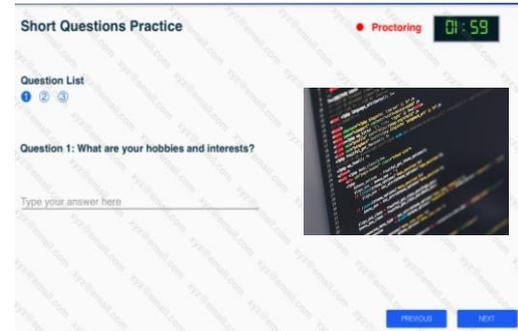
Video Assessment



Multiple Choices

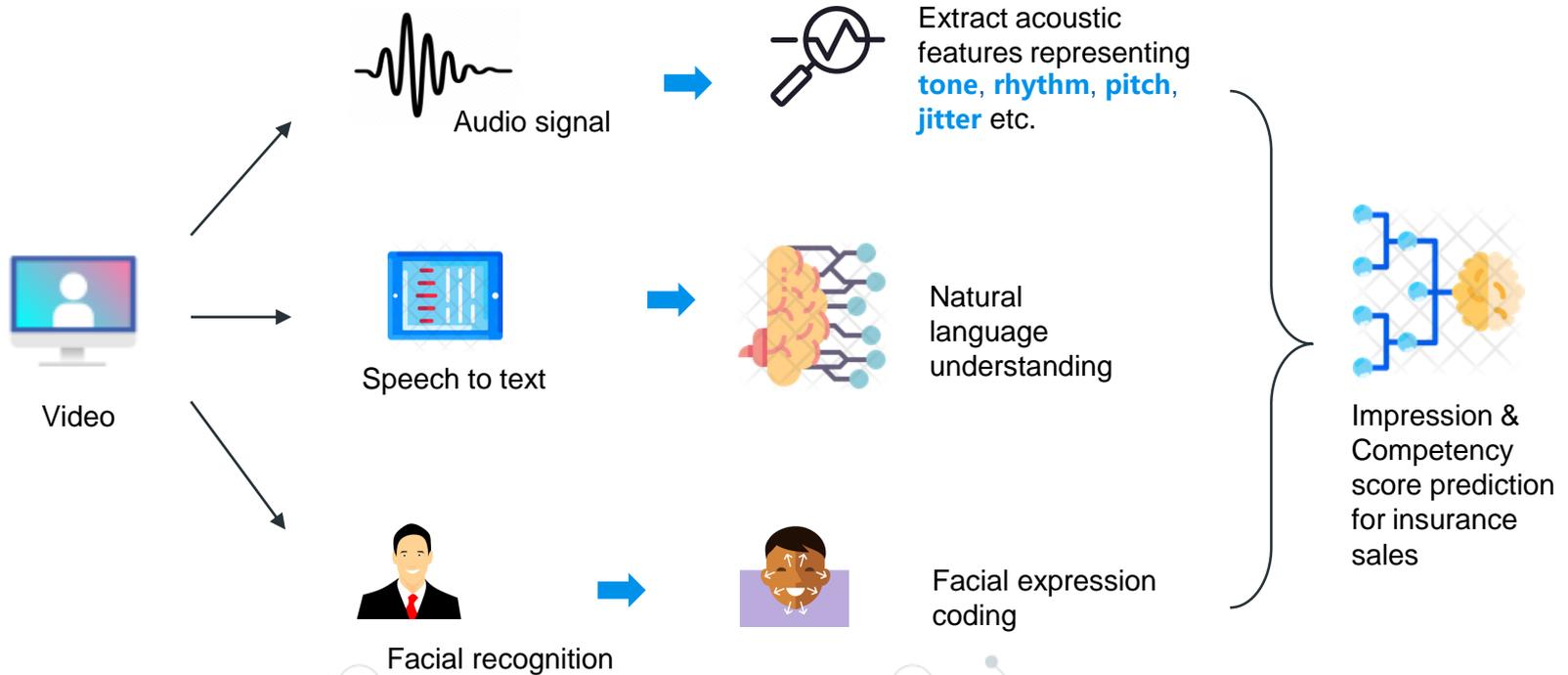


Short Questions



Multi-media option (video/images)

# Comprehensive competency assessment by AI





# Competency analysis from transcribed text

My Scoring   **Transcription**   Auto Scoring   Emotion Indicator   Reviewer Scoring

The answer from this candidate is transcribed below:

so I understand people like humans have emotions sometimes when they face some difficulties they may feel depressed or feel like exhausted they don't want to try it anymore but think that every challenge is cell learning opportunity are we can we can learn something from each time for example maybe we can learn like how to not shale next time we can gain experience from failure so I always tell myself or my teammates that we can just process keep going and then once you finish this task because no matter what it will be done %HESITATION made just is the time being maybe now or later but it will be done some date so just unconsciously to do it and then once you finish it do you realize %HESITATION actually are the tough time is past and it might not be that tough and so when you look back some day you were realized %HESITATION I have a face and a counter some situation like this and I can finish it in no matter the results are positive and negative will consider it as a success because you aren't persist you gain experience and then maybe one day your face and not our challenges or difficulties like similar to the one that you have done then you will have further experience one you know what to do like a similar experience can help provide you %HESITATION more %HESITATION relax chill attitude to face the problem soming so I think that would be great to motivate people thank you

Learning agility

Communication with impact

Responsibility

Emotional intelligence

Grit and Passion

# Video Analytics – Auto Scoring (AI Scoring)

**Question Set 1** DOWNLOAD PDF REPORT

Question 1: Please introduce yourself and highlight your key skills relevant to this role

Facial Expression Annotation



My Scoring **Auto Scoring** Emotion Indicator Reviewer Scoring

**Total Score: 7.8**  
**Impression Score: 7.7 / 10**  
 Full Mark of 10  
 High score: 7.0 or above  
 Low score: 5.0 or below

<b>Enthusiasm (8)</b>	<b>Composure (7)</b>
<b>Self-Confidence (8)</b>	
<b>Task Performance Score: 7.5 / 10</b>	
<b>Leadership (7)</b>	<b>Goal And Achievement Striving (8)</b>
<b>Contextual Performance Score: 8.5 / 10</b>	
<b>Communication with Impact (9)</b>	<b>English Oral Communication (8)</b>

My Comment:

**Question Set 1** DOWNLOAD PDF REPORT

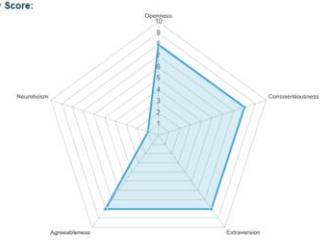
Question 1: Please introduce yourself and highlight your key skills relevant to this role

Facial Expression Annotation



My Scoring **Auto Scoring** Emotion Indicator Reviewer Scoring

**Big 5 Personality Score:**



Impression	Rating	Weighting	Qualitative Analysis
Enthusiasm	8	Required	User1 shows being cheerful, conveying sense of positive emotions and energy

My Comment:

Auto scoring generated by the AI model

# Multiple choices and short question analytics

**Multiple Choices Analytics** DOWNLOAD PROCTORING IMAGE BACK TO CANDIDATE'S LIST

**Question Set 1**  
Candidate Answer List Total Score: 20 / 30

Name: brad   
Email: brad.berry@neufast.com  
University:  
Degree:

<b>Question 1: Test Question 1</b> Model Answer: B Candidate Answer: B	✓ Correct
<b>Question 2: Test Question 2</b> Model Answer: B Candidate Answer: C	✗ Wrong
<b>Question 3: Test Question 3</b> Model Answer: D Candidate Answer: NA	✗ Wrong
<b>Question 4: Test Question 4</b> Model Answer: B Candidate Answer: B	✓ Correct

Powered by Neufast Limited

Multiple Choices Auto-Scoring

**Short Questions Analytics** DOWNLOAD PROCTORING IMAGE BACK TO CANDIDATE'S LIST

**Question Set 1**  
Candidate Answer List Total Score: 2 / 10

Name: brad   
Email: brad.berry@neufast.com  
University:  
Degree:

<b>Question 1: Test Question 1</b> Candidate Answer: xxxxxxxxxxxxxxxxxxxxxxxx	Action ✓ ✗
<b>Question 2: Test Question 2</b> Candidate Answer: xxxxxxxxxxxxxxxxxxxxxxxx	Action ✓ ✗
<b>Question 3: Test Question 3</b> Candidate Answer: xxxxxxxxxxxxxxxxxxxxxxxx	Action ✓ ✗
<b>Question 4: Test Question 4</b> Candidate Answer: xxxxxxxxxxxxxxxxxxxxxxxx	Action ✓ ✗

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Short Questions Analytics

# Talent report

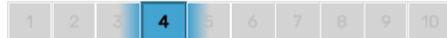
## Potential Work Performance Results

Neufast identifies 6 key competencies critical to performance for most occupations in today's volatile, uncertain, complex and ambiguous world, accelerated and transformed by and with the advent of the Fourth Industrial Revolution. These competencies are pertaining to three important aspects of work performance: "task", "contextual" and "adaptive" performance.

### Task Performance

Fulfilling job role and responsibilities is something very fundamental and basic to success of any job role. Leadership and management behaviors are essential in leading and motivating others to perform their best in their roles.

### Leadership



**Definition:** shows assertiveness in leading and influencing others, being dynamic and energetic in driving self and others to succeed, as well as motivating others to perform

- sets goals for self and others but not ambitious ones, has consideration of work-life balance
- not outspoken, does not actively speak to influence others when working in group situations
- works rather independently, pay lesser attention to motivating (or energizing) others to perform
- pragmatic and prefers to fix problems quickly than solving problems in a creative way

### Goal and Achievement Striving



**Definition:** being industrious in striving goals, organized in planning and managing resources and progress of tasks or projects to ensure effective execution and goal achievement

- actively contributes to actions leading to results
- sets goals that are moderately difficult to achieve, may occasionally accept higher goals or challenges like most people
- feels moderately obligated and accountable for results, moderately organized in planning of resources and actions to ensure successful execution
- generally strives to stick with difficult tasks, trying not to miss out on opportunities to gain better returns

## Strengths and Development Needs

Below highlights "Strengths" of the candidate for competencies with score from 7-9, and "Development needs" of competencies with score below 4. Competencies with score at 9-10 are strengths that are overused, may lead to derailing behaviors that could be counterproductive at times. Development advice is provided for both unskilled and over-skilled competencies to raise attention and self-awareness.

### Strengths

- None in this assessment

### Developmental Needs

- **COMPOSURE** : less able to stay calm, quite easily susceptible to stress and influenced by own emotions or desires when facing challenges

### Developmental Advice

- reduce stress by learning some coping strategies, e.g. positive self-criticism and assertive training, good preparation and time management, and techniques for relaxation

## Competency's score

## Strength analysis and developmental advices

# Group Training analytics

## Group Training Statistics

### Users Distribution



Total no. of candidates

300

Training completion rate

80%

On going tests

5

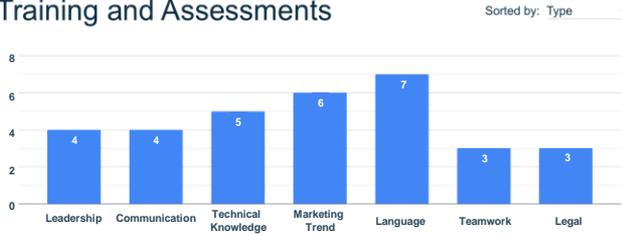
### Descriptive Statistics

Data: Overall Score -

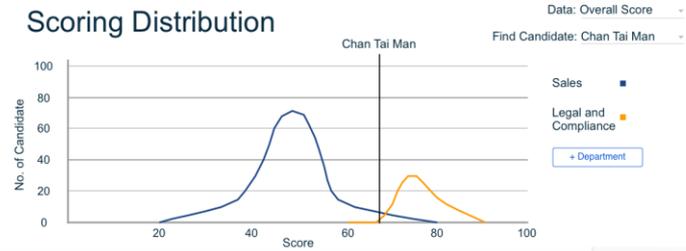
Sorted by: Department -

Department	Max	Min	Mean
Sales	80	20	50
Legal and Compliance	90	60	75
Human Resources	70	50	60
Marketing	80	20	50
Accounting	80	50	65

### Training and Assessments



### Scoring Distribution



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## Group training analytics and comparison between groups

# Data Driven Training Analysis



Neufast

## Data & Features

Group Maximum, Mean, Low Score, Answer time, Distribution for each question



Individual / Group performance comparison



Bite-size video, Individual Score, Report & Feedback



Virtual Trainer / Assessor



## Benefits

Compare between groups

Compare individuals with group

Learning

Fun and Branding

# Case Study: Property Management



## Video Interviews:

**8-10** applicants for each of the positions

4 areas in property management requiring 0-10 years work experience:

- Engineering:
- Facility management:
- Club house management:
- Estate management:

*"We are purchasing Neufast interview quotas for remote hiring with talent assessment report download from Neufast system. **We have extended its use in Talent Development for training and performance evaluation purpose.** We look forward to having your support for our innovation award competition using this system."*

Head of HR & Admin

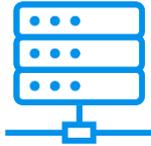
## Video employee survey:

Record employee's opinion about work and company

- In-depth opinion surveys
- High participation rate

<https://www.neufast.com/>

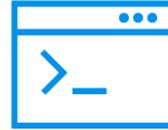
# Comprehensive Service



## On-premises / Hybrid deployment

Enterprises can install Neufast software and enjoy all functions on private server.

- Secure Data
- Own the infrastructure
- Software license model



## Customized AI model development

Adjust the automatic scoring through customized AI model training and validation

- Different norm groups
- Specific competencies that needs to be assessed



## API Integration

API for integration with 3<sup>rd</sup> party systems

- Registration of users
- Single-SignOn
- Result retrieval and exports
- Customized API

# Data Security, Access and Deletion Guarantee



Committed to implement Personal Data Security, Access and Deletion according to

- Hong Kong PDPO
- Mainland China PIPL
- GDPR

We have also developed patent-pending video redaction technology for Personal Information Removal



**My LinkedIn.  
Free feel to contact!**

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