Test Partnership: Bespoke Psychometric Testing Fact Sheet

About Test Partnership

Test Partnership has spent years developing an extensive network of online trial tests, providing free access to trial psychometric tests to millions since its inception. Access to this amount of data makes Test Partnership among the world’s most capable bespoke psychometric test providers.

Our access to psychometric data, combined with our advanced understanding of psychometric theory grants us the flexibility to undertake projects of all sizes, including projects too large or small to be considered by a lot of test publishers. Test Partnership is uniquely positioned to provide cutting-edge bespoke tests, both quickly and affordably.

How it Works

This is a rough outline of how a bespoke psychometric test project works:

**Step 1.** You outline exactly what you want, from branding to question topics. We will issue a quote for the work and pending your approval, we can get started. The more descriptive the specifications, the better. Change requests will be accepted throughout the project, but at an extra cost when necessary.

**Step 2.** We then start writing the questions, following best-practice guidelines from the psychometric literature to ensure item quality. Questions must meet rigorous quality control procedures for use in high-stakes selection processes, with only the best questions qualifying. As a result, best practice guidelines recommend writing at least double the number of questions required for the finished product, and ideally many more. (Kline, 1993).

**Step 3.** Item trialling will commence by administering those questions to hundreds or thousands of participants online, ensuring item quality. Item trialling identifies malfunctioning questions, ensuring that only robust questions enter the final product. Concurrently, we can collect norm group data, conduct validation research, adverse impact analyses and any other requested services. Best practice guidelines recommend that every question is trialled by roughly 500 participants to ensure robust item calibrations (Linacre, 1994).

**Step 4.** Following employer branding (if requested), all qualifying test questions will be uploaded to the online test platform, finishing the project. Technical, psychometric and scoring information can be requested following completion, along with any other requested information or research findings. The finished product will then be available for use in selection and assessment, but additional changes or research can be undertaken at any time.

The size and scope of the project largely determines its length. Smaller projects could be completed in a few weeks, and larger projects may require several months.

Tests and Questionnaire Types

Test Partnership is able to provide bespoke tests that fall under one or more of these categories:

- Aptitude tests
- Personality questionnaires
- Resilience / emotional intelligence
- Situational judgement tests
- Work samples / e-tray exercises
- Skills / knowledge test

Other bespoke psychometric tests can be developed, provided specifications and relevant psychometric information are provided.
Our Services

We offer a wide range bespoke test development services, which include (but are not limited to):

- Custom question writing
- Online data collection
- Item / test trialling
- Item bank development / calibration
- Parallel form development / test equating
- Adverse impact analyses
- Employer branding
- Norm group construction and development
- Construct / criterion related validation
- Concurrent validation using our tests
- CTT and / or IRT analyses
- Test hosting and delivery

Pricing and Costs

We can provide something for any budget. Bespoke psychometric tests will typically incur some upfront / one off costs, and some ongoing / per test costs, depending on what the client is looking for. Here are two examples of pricing:

Example 1: A Small Project

A small financial services firm wants a bespoke numerical reasoning test. Question topics will focus exclusively on trading, mergers & acquisitions and private equity. The firm wants exclusive use of this test, but are happy for Test Partnership to retain the copyright.

Writing the questions would cost around £1,000-£1,500 and Test Partnership will conduct the necessary validation, calibration and reliability research at no extra cost to the client.

The client would have exclusive use of this test, which would be purchased either at the normal price per test (with bulk discounts still applying) or with a monthly / annual unlimited testing subscription.

Example 2: A Large Project

A large management consultancy wants computer adaptive verbal and numerical reasoning tests. Questions will focus exclusively on management, finance and technology. Each test requires an item bank containing hundreds of calibrated questions. The consultancy also wants a dedicated URL, a fully-branded platform and they want to own the copyright to the tests.

The platform customisation and the dedicated URL would likely cost between £1,500-£2,000.

Writing the questions would cost around £30,000 and recruiting 15,000 participants to calibrate the questions would cost around £30,000 (alternatively, some of the consultancies employees could take the tests, saving time).

To use and host the dedicated test platform, the client would pay low annual subscription to cover hosting.

Note: Additional validity studies, local norm groups, technical information sheets / manuals, practice tests and any further research can also be provided at additional cost.

Validity, Reliability and Adverse Impact

Our bespoke psychometric tests will be calibrated through common item linking with our in-house developed psychometric tests. As a result, all of the validity, reliability and adverse impact research undertaken on our in-house tests, will automatically apply to all newly developed tests. This saves a considerable amount of time and money for the client. Nevertheless, clients can request that additional research be undertaken at any point.

For more information regarding the psychometric properties of our in-house tests, please follow this link: www.testpartnership.com/samplerreports/psychometric-properties.pdf
Benefits of Bespoke Tests

The benefits of bespoke psychometric tests are numerous, and include:

1. **Better candidate experience**: Candidates are often unaware of the benefits of psychometric testing. Ensuring that question topics are relevant to the role and the employing organisation adds what psychologists call “face validity” to the assessment. It assures the candidate sees the connection between the assessment and the role recruited for. This alone can decrease candidate attrition, and ensure a larger candidate pool.

2. **Test and question security**: Bespoke tests are exclusive to the client organisation. This reduces the opportunities for rogue candidates to share questions and answers online. This can be further enhanced by using item banks, rather than fixed form tests which display the same items to all candidates.

3. **Employer prestige**: Bespoke psychometric tests, especially when hosted on a dedicated employer-branded platform, enhances employer prestige. It lets candidates know that the employing organisation takes recruitment and selection seriously, and that their selection process forms a key part of their organisational strategy.

4. **Increased flexibility**: Often, off-the-shelf tests don’t quite fit the bill. Sometimes a measure needs to be custom made to ensure a seamless fit with an existing selection process. Bespoke psychometric tests guarantee this, ensuring a proper match with existing selection processes and procedures. Ultimately, you decide what you want, and what you are looking for in a bespoke test.

Advantages of Working with Test Partnership

Test Partnership holds a number of advantages over other companies that work in this area:

1. **Unlimited psychometric data**: No other company has the access to psychometric that that we have. Every day, thousands of participants take our tests, allowing us to trial and calibrate tests at record pace. This makes bespoke psychometric testing cheaper, faster and more available to small and medium organisations. It also enables us to undertake the huge projects which would overwhelm most other companies in this area.

2. **Psychometric expertise**: Test Partnership is well versed in both classical and modern psychometric approaches. Drawing from classical test theory and item response theory methods, we are able to undertake any project, no matter how simple or complex. We are also able to provide a wide range of different tests, and are familiar with best practices across the psychometric spectrum.

3. **Adaptive testing and item banks**: Test Partnership's online platform can host both fixed form and item banked tests, as well as computer adaptive tests. This provides clients with the option of developing large item banks and computer adaptive tests, enhancing measurement and improving test security.

4. **Flexible pricing and costs**: We can provide tests for any budget, from the very large to the very small. We also give clients the flexibility to choose their pricing structure, whether they prefer lower upfront costs or lower ongoing costs. All costs will be agreed upon beforehand, and the work will commence following the client acceptance.

Contact Us

To request a quote or for more information, please contact us on 0207 100 3086 or email us at info@testpartnership.com.

Our typical office hours are 09.00-17.30, Monday to Friday. Emails sent after office hours or during the weekend will be handled the next working day.