BCG

BCG Online Case (Casey Chatbot) Guide

What is BCG Online Case (Casey Chatbot)?

The BCG Online Case, also referred to as Casey Chatbot, is a business case presented in a conversational style. It involves a series of questions in an interactive chat format. Essentially, it's a virtual interview conducted by a chatbot named Casey to evaluate a candidate's ability to solve problems within a limited time frame. ([Click to see all screening tests by McKinsey, BCG and Bain!](#))

BCG uses this Online Case as part of its candidate screening process before moving on to traditional case interviews. BCG is in the process of slowly replacing its traditional BCG Potential Test with this innovative BCG Online Case Chatbot.

*The one and only existing platform to practice Casey Chatbot for **FREE**!*

What traits is BCG assessing in BCG Online Case?

The BCG Online Case assesses five critical skill categories:

1. **Brainstorming Skills**: Assessing a candidate's grasp of business acumen and their ability to brainstorm ideas for making informed business judgments.
2. **Structuring Skills**: Assessing the ability to organize thoughts and prioritize problem-solving tasks.
3. **Problem Solving Skills:** Measuring proficiency in handling numerical concepts for problem-solving.

4. **Data Analysis Skills**: Evaluating candidates' capacity to proficiently analyze and interpret data, enabling them to make informed decisions and offer valuable insights to the client.

These criteria align precisely with the Case Interview Modules that BCG assesses during actual case interviews.

BCG Online Case Format

Time Limit

The BCG Casey test typically lasts for 25-30 minutes and includes 6-8 questions. Once you start the assessment, there's no option to pause it, and you'll be under significant time pressure. Additionally, the bot reminds you of the remaining time every five minutes, which further contributes to the overall stress of the test.

Question Types

1. Structuring Questions

These questions often depict a scenario or dilemma and task candidates with pinpointing the best option or the type of data that should be gathered. While they may initially seem data-centric, they actually necessitate candidates to approach the question using proper structure.

Examples of this question type are:

- Which market research data should our company prioritize when considering entering a new international market?
- What type of cost data should our organization collect to identify potential areas for cost optimization?
- Which information should our product development team gather to determine the viability of launching a new product?

Let's move on.

The COO agrees with our recommendation to focus on the convenience store, and decides to set a pilot program in 100 stores.

(Question 6 of 6)

What type of new products should the client introduce in their convenience stores and how would you think about what products to introduce?

Your Answer   Send

This question type closely mirrors the format of the [Structure Module](#) in the actual case interview.

2. Data Analysis/Logical Questions

The Data Analysis/Logical in the BCG Casey chatbot test evaluate your capacity to analyze a given scenario, apply logical reasoning, and make informed judgments. These questions often entail assessing various courses of action, identifying cause-and-effect relationships, or determining the most logical conclusion based on provided information which can be text or graphs.

Examples of this question type are:

- Given the current economic trends and competitive landscape, which of the following marketing strategies would MOST LIKELY result in increased market share for our product?
- Considering the historical performance of these stocks, which investment portfolio would MOST LIKELY yield higher returns in the next quarter?
- In a manufacturing plant with limited resources, which of the following process improvements would MOST LIKELY lead to a reduction in production costs?

This question type closely mirrors the format of the [Data Analysis Module](#) in the actual case interview

3. Brainstorming Questions

These questions involve brainstorming ideas, insights, factors, and more, within a given context. This context can encompass tasks such as identifying root causes, assessing the effects of specific events, analyzing options, considering potential problem solutions, and more.

Examples of this question type are:

- Why are US consumers transitioning to large SUVs?
- Should Dyson, a vacuum manufacturer, launch its own car?
- A company makes money by offering subscription services. What are the advantages of offering a premium service?

(Question 1 of 6)

Over the past fifteen years, the overall number of gas stations worldwide has declined by 6%. What do you think might be the causes of this decline?

A	Earthquake in Middle East	SELECT
B	Introduction of Hydrogen fuels	SELECT
C	New entrants	SELECT
D	More gas stations open 24 hours a day (so fewer stations needed)	SELECT
E	Increase in fuel prices	SELECT
F	Increase in dollar volume per station	SELECT
G	Consolidation	SELECT
H	Changing population patterns (fewer gas stations in rural areas)	SELECT

Select 1 or more   Send

This question type closely mirrors the format of the Brainstorm Module in the actual case interview

4. Quantitative Questions

These questions involve you to do calculation to answer the question. In each case, you can expect to encounter approximately two quantitative or mathematical questions. These questions are typically presented in a short answer format, although there may be occasional instances of single-answer multiple choice questions.

These questions can come in the form of word problems or tasks involving the interpretation of data through graphs. Typically, you'll be presented with a substantial amount of data points, and the key challenge lies in your ability to sift through this information and extract the pertinent details needed to effectively solve the problem.

It's important to note that you do not need to possess advanced knowledge in complex areas like accounting, finance, linear algebra, or calculus. Instead, the focus is on mastering fundamental concepts, including:
- Mathematical Topics: Fraction, Decimal, Percentage, Finance, Statistics, Ratio & Proportion, Time & Money, Units, and Estimation.

- Basic Mathematical Operations: Addition, Long Addition, Subtraction, Multiplication, Long Multiplication, Division, and Percentage.
- Chart Types: Bar Chart, Pie Chart, Line Chart, Tables, Mixed Chart, Profit & Loss Tables, Waterfall Chart, Scatterplot, and Bubble Chart.

> **We'll compare it to one of our typical Murphy Oil gas stations located in downtown London, one of our busiest locations.**
>
> - This location sells 6 million litres per year at \$1.50 per litre; its cost and tax per litre are the same as the supermarket.
> - Convenience store profit is 20% lower than the supermarkets. Overhead is still 10% of fuel sales, and capital costs are \$8 million.
>
> **(Question 2 of 6)**
>
> What is the ROIC of the supermarket?
>
> Please enteric numeric values only in %. For instance, type 10 if your answer is 10%.
>
> | Your Answer | Send |

This question type closely mirrors the format of the Quant Modules in the actual case interview.

Answer Format

There are four types of answer formats, followed by a final video pitch:

1. Single-Answer Multiple Choice
You will receive a question along with a list of answer choices, but only one of these choices is correct. It's crucial to keep in mind that as soon as you select an answer, it will be submitted without the option to make changes.

> **(Question 3 of 6)**
>
> Without running the numbers, what do you think our client Murphy Oil's gas station's ROIC will be? Why?
>
> | A | Much higher | SELECT |
> | B | Much lower | SELECT |

2. Multiple-Answer Multiple Choice

In the BCG Online Case, this is the most common answer format. You will receive a question with multiple correct answers, and typically, the question will specify how many choices you should select.

(Question 4 of 6)

What do you think causes that high cost of capital?

A	The location	SELECT
B	The construction cost	SELECT
C	The brand	SELECT
D	The permits	SELECT
E	The staff	SELECT

Select 1 or more   Send

3. Short Answer

This type of question is typically quantitative in nature and requires you to input numerical answers only. The question will provide clear instructions on rounding or specifying how many decimal places to include. Once you enter your answer and submit it, you usually cannot undo or revise it.

What is the ROIC of the supermarket?

Please enteric numeric values only in %. For instance, type 10 if your answer is 10%.

Your Answer   Send

4. Long Form Answer

This type of question is typically qualitative and requires a written response with a detailed explanation. However, your answer should be concise and adhere to a limit of no more than four to six lines.

Recently, Sackey Internet is experiencing a decline in profit. The Managing Director of Sackey Internet, Mr. Edwardo Sackey, has hired your firm to assess the problems.

In addition to identifying the cause of declining profits, you also need to give recommendations and assist them through the implementation process.

(Question 1 of 5)

How would you structure this case?

Your Answer	Send

5. Video Recording

After completing the chatbot case, you will be asked to record a final pitch on camera. You will be given 60 seconds to prepare and an additional 60 seconds to deliver your final presentation. The time allocation for this section is entirely independent of the 30 minutes provided in the earlier chatbot case.

Tips to Prepare for the BCG Online Case

Tip 1: Familiarize Yourself with the Test Format
Start by getting familiar with the test's layout, including the chatbot interface, test sequences, the traits being evaluated, and the different question styles and formats. Helpful resources to assist you in achieving this understanding include:
- Our FREE BCG Casey Chatbot Simulation, offering a real practice experience.
- This article.
- YouTube video walkthroughs.

Tip 2: Understand Case Interview Modules
Understand that the BCG Online Case (Casey Chatbot) closely resembles the actual case interview, with the primary difference being the use of a chatbot for assessment. Therefore, it's crucial to grasp the criteria and Case Interview Modules that BCG assesses.

Tip 3: Prioritize Practice
Remember the saying, "Practice Makes Perfect." There's no better way to prepare than by getting hands-on experience. To enhance your readiness, consider utilizing the following resources:
- Our FREE BCG Casey Chatbot Simulation.
- MBB Quant Modules to strengthen your quantitative and data interpretation skills.
- Brainstorm Module to refine your ability to generate well-structured ideas.
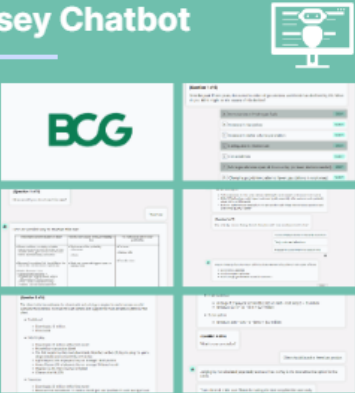- Structure Module to help you organize your thoughts systematically.

Share with a friend!

Sign up for any of these **FREE** tests & might win a surprise discount!

FREE BCG Casey Chatbot

What's included:
- Casey Chatbot Cases
- Crafted by former BCG Consultants
- Realistic formats & difficulty

Access for FREE

FREE Bain Aptitude (SOVA) Test

What's included:
- Numerical Reasoning
- Verbal Reasoning
- Deductive Reasoning
- Inductive Reasoning

Access for FREE

FREE McKinsey PSG Simulation

What's included:
- Plant Defense Simulation
- Ecosystem Building Simulation
- Unlimited Practice
- Real-Time Results

FREE for LIMITED TIME ONLY

Access for FREE