

## Case Study: Matching People to Positions Pays Off for This Company!

In today's labor market, it is critical to know as much as possible about potential and current employees. It is even more crucial to know how well future employees match the jobs they will be doing. This well-established business made a substantial commitment to understanding how well their prospective employees match their open positions.

They chose to use the ProfileXT assessment (PXT) to attempt to reduce turnover in one of their regional Customer Care Call Centers. To measure effects of the program, the company tracked turnover percentage, cost of turnover, and ProfileXT results from June, 2003 to January, 2004.

Since including the ProfileXT in the selection process for the Customer Care position, the company has seen

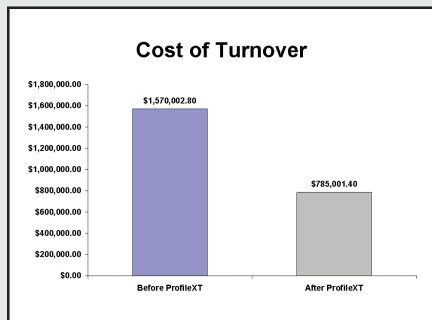
a substantial decrease in turnover percentage. Before implementing the PXT in the selection process, turnover percentage in this position was running at 50% annually. Eight months after implementation, annual turnover percentage for this position has declined to 23%. The decrease in turnover percentage described above equates to a reduction in estimated hiring costs (within the 120-person study group only) from \$942,002 to \$433,321. The difference in these figures amounts to savings of \$508,681!

Applying the same costs and results to the entire regional call center, the financial impact would be even greater. Based on a head count of 200 employees, annual turnover cost without assessments would be

\$1,570,001; with assessments, a reduction to \$722,201 would be anticipated. This equates to a projected annual cost savings of \$847,802.

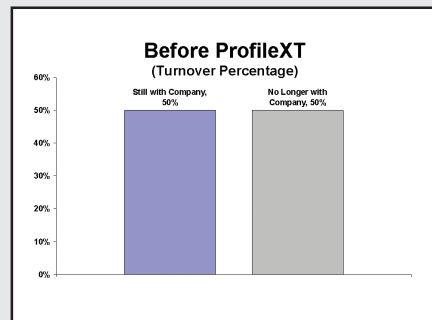
Applying the ProfileXT to the hiring process is expected to cost less than \$15,000 per year, generating an expected return on investment of over \$56 for each dollar invested in the process.

Since other studies have also found increases in productivity usually parallel increases in job fit, the real ROI is likely to be much higher over time.



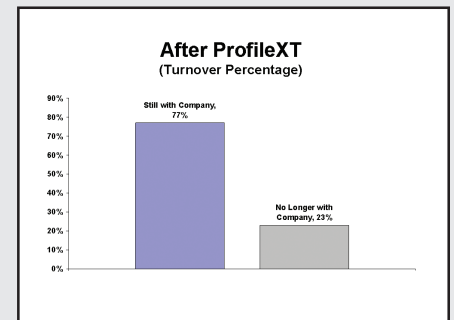
### Cost of Turnover Declined by More Than Half

Before implementation of the ProfileXT assessment, estimated cost of turnover was more than twice the current figure.



### Before the Assessment Program, Turnover Was 50%

Before implementation of the ProfileXT, turnover percentage in the Customer Care Call Center Representative position was 50%.



### Hiring Decisions Were More Than Twice as Effective With PXT

Six months after the implementation of the ProfileXT assessment for use in selecting Customer Care Call Center Representatives, turnover percentage in that position is now 23%.