

Case Study FIN01¹

Profiles International, Inc.
 “The Assessment Company”



Company Information

Industry:	<i>Financial</i>	Number of Locations:	5
Type:	<i>Credit Union</i>	Number of Employees:	200

Basis for Case Study:	<i>To determine a correlation between Profile XT scores and turnover percentages</i>
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Department:	<i>Member Services</i>	Number of People Assessed:	56
No. of Employees in Dept:	60	Number of Top Performers:	
Assessment Used:	<i>The Profile XT</i>	Number of Bottom Performers:	

Basis for Study Details

- Study conducted April 2001 through March 2002

Course of Action

- Analysis of The Profile XT scores of Member Services Representatives

Results

- It was determined that Learning Index scores are a good indicator of whether a person will stay or leave. Participants in the sample who scored less than 6 had a turnover percentage of 64%. Participants who scored greater than or equal to 7 had a turnover percentage of 14%.
- Participants with a Verbal Skill score of less than or equal to 7 had a turnover percentage of 59%. Participants with a Verbal Skill score of greater than or equal to 8 had a turnover percentage of 33%.
- Verbal Reasoning seems to be a significant indicator of whether a person will leave or not. Participants with a Verbal Reasoning score of less than or equal to 5 had a turnover percentage of 82%. Participants with a Verbal Reasoning score of greater than or equal to 6 had a turnover percentage of 10%.
- Numerical Ability also seems to be a significant indicator of whether a person will stay or leave. Participants with a Numerical Ability score of less than or equal to 6 had a turnover percentage of 75%. Participants with a Numerical Ability score of greater than or equal to 7 had a turnover percentage of 12%.



Results cont.

- Participants with a Numeric Reasoning score of less than or equal to 7 had a turnover percentage of 57%. Participants with a Numeric Reasoning score of greater than or equal to 8 had a turnover percentage of 29%.
- Participants who scored 6-8 on the Financial/Administrative scale of the Occupational Interests section only had a 27% turnover versus participants who scored 9-10 (75% turnover) and participants who scored less than or equal to 5 (66% turnover).
- The Overall Percentage Match is also a major indicator of whether or not a person will leave. Participants who had a 74% or lower Overall % Match had an 80% turnover rate. Participants who had a 75% or greater Overall % Match had a 25% turnover rate.
- Participants who had a 79% or lower Learning Index % Match had a 78% turnover rate. Participants who had an 80% or greater Learning Index % Match had a 25% turnover rate.

Benefits

- Lower Turnover – from 80% rate to 18% rate. In doing so, your company will save \$222,000.
 - **Average cost of hiring** **\$5,000**
 - **Average cost of outprocessing** **\$1,000**
 - **At 80% turnover percentage you spend:**
48 x \$6,000 will be \$288,000
 - **At 18% turnover percentage you spend:**
11 x \$6,000 will be \$66,000
 - **You save \$222,000**

Recommendations

We recommend changing the job pattern for Member Service Representative in the following ways:

- The Verbal Skill scale moves from 7-9 to 8-10.
- The Verbal Reasoning scale moves from 5-8 to 6-8.
- The Numerical Reasoning scale moves from 5-8 to 6-8.
- The Financial Administrative scale moves from 7-9 to 6-8.
- The Energy Level scale moves from 4-7 to 7-9.
- The Assertiveness scale moves from 3-5 to 2-4.
- When hiring, try to find people that are an 80% or higher match to the Learning Index section pattern.
- When hiring, try to find people that are 75% or higher match to the overall Member Service Rep pattern.

¹ The information in this case study is specific to this particular client and the Job Match Patterns, actions, results, benefits and recommendations should NOT be assumed to have application to all situations. Each user must develop Job Match Patterns customized to their unique situation.