

Case Study TRA01¹

Profiles International, Inc.
 “The Assessment Company”



Company Information

Industry:	<i>Travel</i>	Number of Locations:	<i>200</i>
Type:	<i>Travel Agency</i>	Number of Employees:	<i>3,000</i>

Basis for Case Study:	<i>Cost/Benefit Justification Relating to Turnover</i>
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Department:	<i>Sales Agents</i>	No. of Employees in Dept:	<i>1,500</i>
Assessment Used:	<i>The ProfileXT</i>	Case Study Sample Size:	<i>181</i>

<i>Basis for Study Details</i>
<ul style="list-style-type: none"> •28% turnover prior to implementation of program* •Average cost per turnover - \$15,000* <p style="text-align: right;">*Information provided by company.</p>
<i>Time Frame</i>
<ul style="list-style-type: none"> •Assessed from September 2001 to March 2002
<i>Course of Action</i>
<ul style="list-style-type: none"> •Results analyzed from September 2001 to July 2002
<i>Results</i>
<ul style="list-style-type: none"> •Implementation of The ProfileXT, using a 75% or greater Overall Job Match percentage [based on the Job Match pattern developed using a target population of 60 top performers (Aug. 2001)], coupled with an aggressive management development program and current market conditions, resulted in an overall reduction in turnover of 43%. ➤ Prior to use of this program, turnover was 28%. ➤ Since implementing The ProfileXT/Management Development Program, 181 candidates were hired and 29 have separated. This equals a turnover rate of 16%.



Benefits

- Turnover reduction – from 28% to 16%, has reduced the cost of turnover by **\$330,000**.
 - Average cost of hiring is \$15,000
 - At 28%, cost of turnover is \$765,000 (51 employees at \$15,000 each)
 - At 16%, cost of turnover is \$435,000 (29 employees at \$15,000 each)
 - **\$236,336.75 net savings after investment in The ProfileXT Assessment Program**
[Aug. 2001-July 2002 (\$330,000 - \$93,663.25)]

Recommendations

- Gather additional candidate data to refine Job Match Pattern and identify performance trends (assessed after 3/02)
- Rank performance data in order of importance (avg. profit or transactions)
- Identify post 9/11 group hired without using PTP
- Schedule 90 day review once data is collected
- Examine candidates with 75% < Job Match who are not top performers to determine causes for lack of performance; management, experience, compensation, environment, etc.
- Use Coaching Reports to improve communication, morale and performance

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.