

Case Study – TRA02¹

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>Identify Performance Trends</i>
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Department:	<i>Sales Agents</i>	Number of People Assessed:	<i>153</i>
No. of Employees in Dept:	<i>1,500</i>	Number of Top Performers:	<i>10</i>
Assessment Used:	<i>The ProfileXT</i>	Number of Bottom Performers:	<i>10</i>

Basis for Study Details

- Identify trends based on performance data from January 2002 – September 2002

Course of Action

- Eliminate candidates with incomplete data, low distortion (<6), and start date after March 2002*

*Per company, candidates hired after March 2002 are still in the trial period.

Results

- **Overall % Match to the Job Match Pattern is a significant indicator of job performance.** Top Performers averaged greater than 76% Overall Match to the Job Match Pattern. Bottom Performers averaged less than 69% Overall Match to the Job Match Pattern
- **Learning Index % Match to the Job Match Pattern is also a strong predictor of performance.** Top Performers averaged 72% match to the Job Match Pattern. Bottom Performers averaged 60% match to the Job Match Pattern
- **Behavioral Traits % Match can also be used to predict job performance.** Top Performers averaged greater than 85% match to the Job Match Pattern, whereas Bottom Performers averaged less than 77% match to the Job Match Pattern
- On the other hand, the Occupational Interest section, at this time, does not show any significant differences between top and bottom performers

Case Study – TRA02 *cont.*



Company Information

Benefits

- The top 10 Sales Agents weekly sales average = \$2,648
- The bottom 10 Sales Agents weekly sales average = \$482
\$2,166 per week difference or 5.5:1 ratio
- For every dollar a Bottom Performer earns, a Top Performer earns \$5.50
- Replacing a poor performer with a top performer would result in a sales increase of \$2,166 per week (349% increase in sales)**

Recommendations

- Gather additional candidate data to refine Job Match Pattern and identify performance trends on entire assessed population
- Examine candidates with a greater than 75% Overall Match to the Job Match Pattern 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.