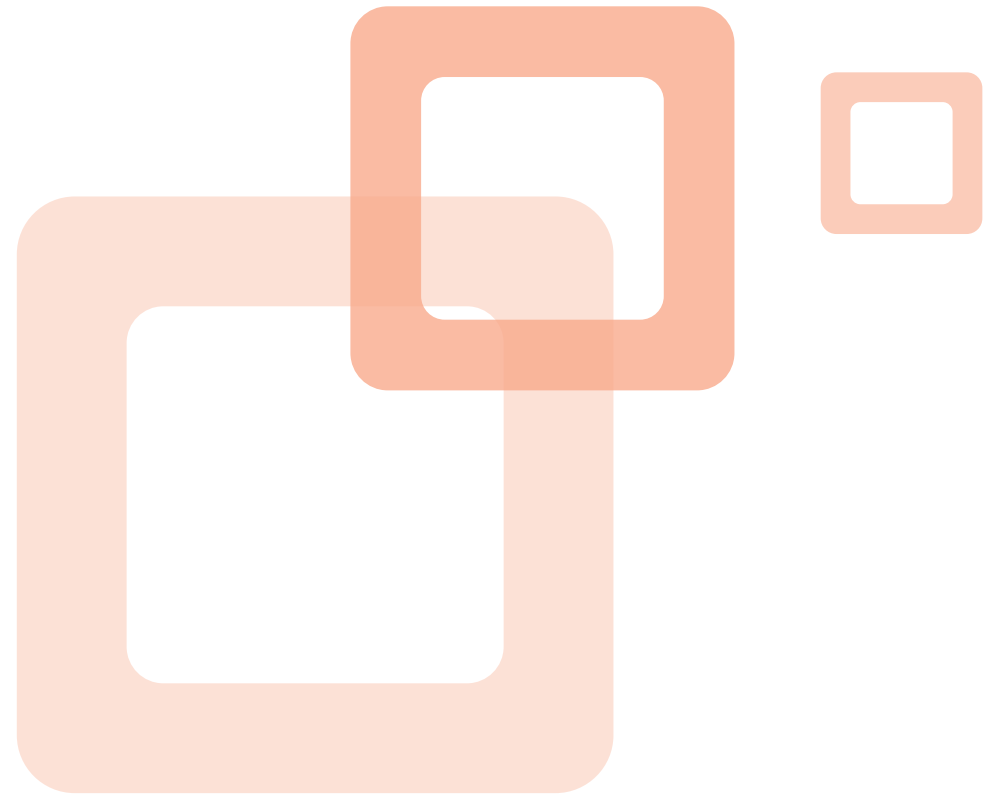


5 Best Practices

Turn the Unpredictable
into the Predictable

Accelerate your company's performance by implementing best practices with predictive hiring tools and then get inspired by three companies that did just that.

OUTMATCH™



Unpredictable.

Just the mere mention of the word makes you a little uncomfortable, doesn't it? Let's use it in a few sentences. "That car's performance is unpredictable." "The dog's behavior is unpredictable." "The weather today is unpredictable." There's nothing feel good about any of these. How about this one? "It's unpredictable how the new hire will do." No hiring manger wants to hear this, but what can be done to turn the unpredictable into the predicable?

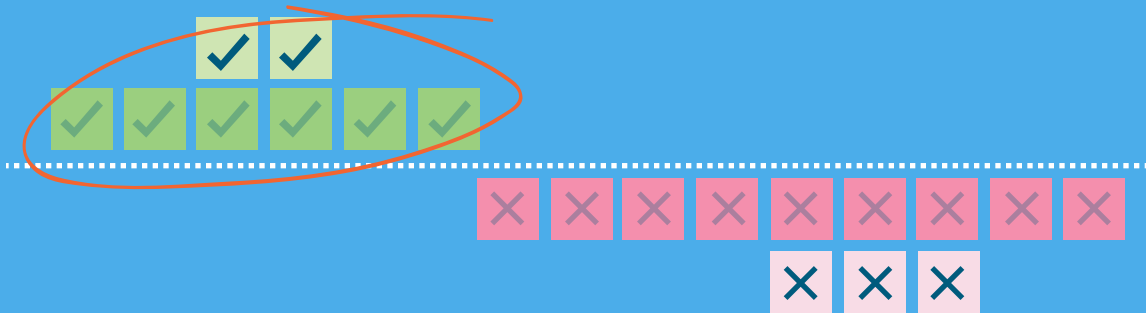
Hello predictive hiring; goodbye uneasiness.

By implementing these five best practices, companies can eliminate the hiring jitters and move forward with confidence.



Identify the Target

- a. Identify the traits and competencies consistent in **top performers** and lacking in **bottom performers**.

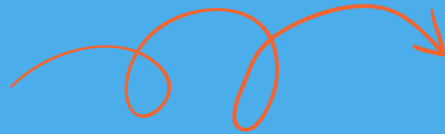
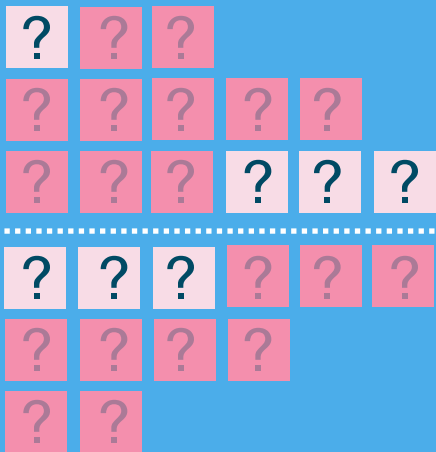


- b. Identify the critical performance metrics for key roles (this is how you assess success) for the short and long-term.



Assess Candidates Against the Target Early

- a. Use an upfront assessment to measure candidate competency and culture fit.
- b. Run **all candidates through or near the point of application** to ensure consistency and avoid wasting time.



Interview Against the Target

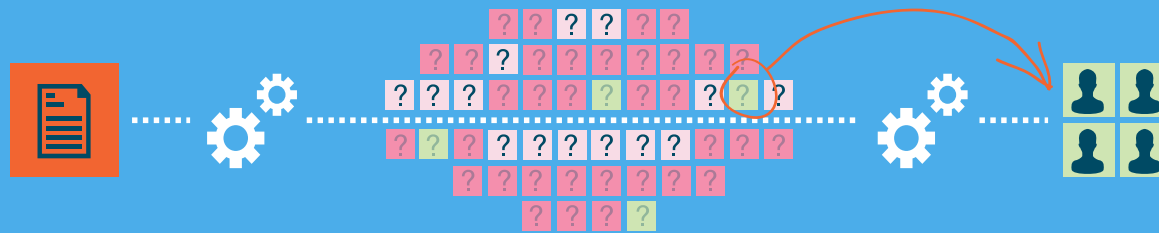
- a. Use structured, easy-to-score interview guides based around the competencies required for success to **ensure compliance, consistency and quality** during the interview process.



- b. Avoid general resume reviews in the interview process and use structured guides to avoid large amounts of manager prep time and interview training.

Reference Check Against the Target

- a. Conduct online, predictive reference checking to ensure consistency and measurement against job fit and culture fit.
- b. Tie the **reference check process into your overall candidate sourcing strategy to fill your pipeline** with high quality, hard to reach candidates.

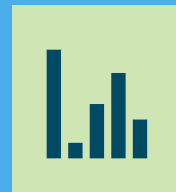
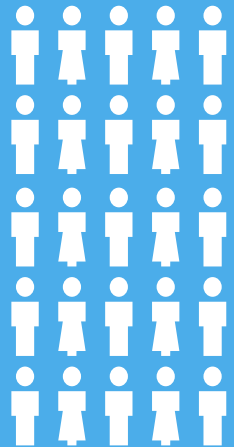


- c. Avoid phone-based reference checking which typically results in superficial or no information and wasted time.



Measure the Impact

- a. Measure the short term impact of your hiring process by **comparing new hire performance to your pre-defined metrics.**
- b. Also measure new hire engagement within the first several months to ensure the employee is receiving the experience they anticipated.



5

3 Real-Life Scenarios Lead the Way

Here is a small sampling of companies that have implemented some or all of these best practices to get more predictable hires.

 AspenDental

 Gategourmet

 groupm

 OUTMATCH™

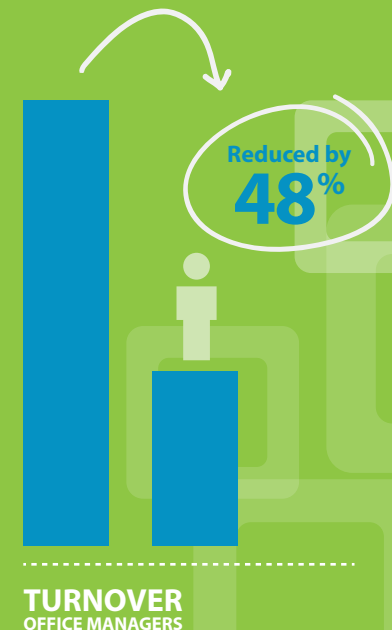
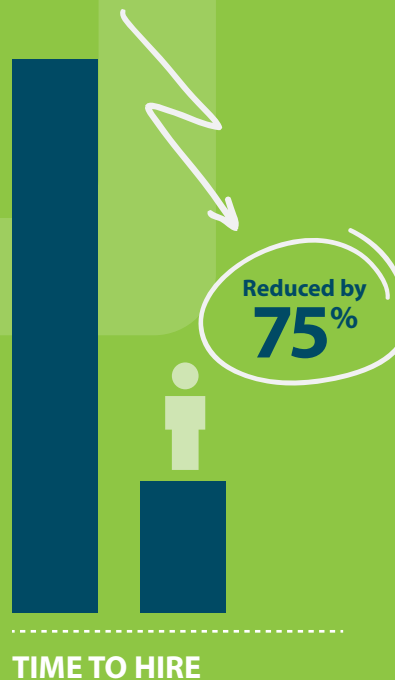
AspenDental

Who is it? Aspen Dental, one of the largest and fastest-growing networks of dental care providers.

What did it need? It wanted to revisit its process to prioritize candidates based on fit and quality while also improving service to managers.

What did it do? It opted to scientifically validate hiring competencies, use a behavioral assessment and implement a new applicant tracking system.

What were the results? Today, after a candidate applies, Aspen hiring managers can view the results of the assessment tests immediately via a score and ranking that is accompanied by a narrative that explains why a candidate received the ranking. As a result, managers can screen out low-potential candidates early in the process and focus on further qualifying high-potentials through a structured interview and reference assessment. Additionally, time to hire was reduced by **75 percent** and turnover reduction for office managers was reduced by **48.08 percent**.



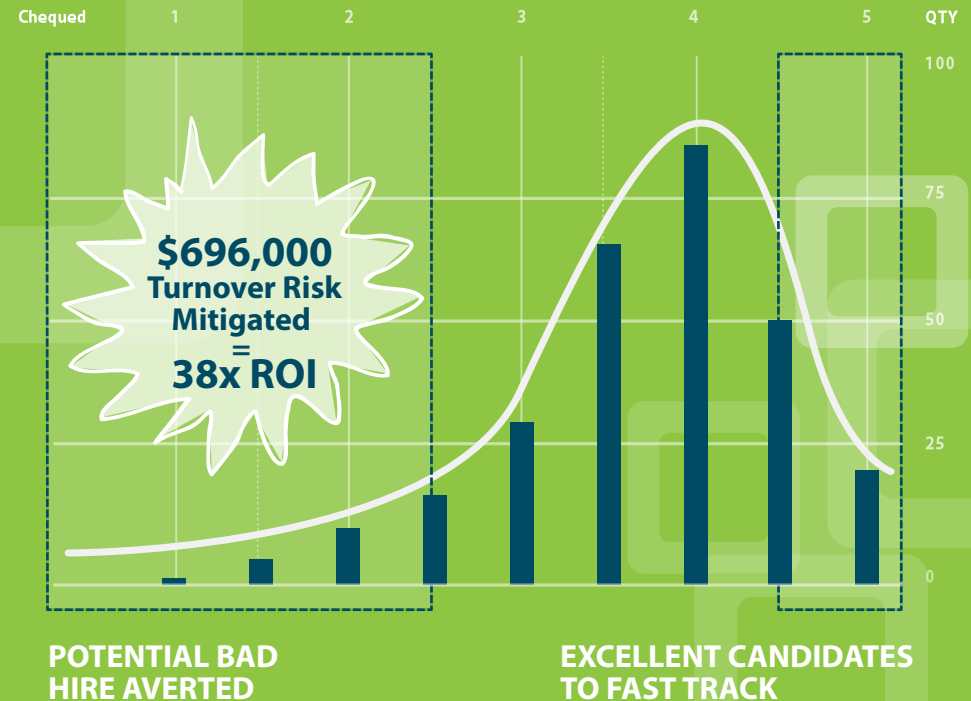
Gategourmet

Who is it? Gate Gourmet is the leading independent provider of airline catering services.

What did it need? High recruitment volumes were causing reference checking headaches. With at least 25-30 open requisitions on a regular basis and only eight recruiters and no IT assistance, reference checking was a cumbersome challenge.

What did it do? It turned to an online reference checking program to reel in references.

What were the results? Its return rate on reference checks consistently averages between **85 and 90 percent**. In addition, the recruiters love it because it takes a lot off their plate. They now have, on average, at least an additional five to six hours per week for other job-related activities. It's made a significant difference and clearly demonstrated its ROI.





Who is it? GroupM is part of the WPP Group, and is the world's leading media services investment company.

What did it need? With a mandate of hiring thousands of people over two years, GroupM's talent acquisition department was reevaluating its entire hiring process and assessing tools that would most improve hire quality and process efficiency.

What did it do? It discovered that traditional reference checking was at the core of its hiring inefficiencies. It was receiving inaccurate or unhelpful replies from references. Long turnaround times from references were causing unnecessary hiring delays and, overall, the process was simply too cumbersome. It implemented online reference checking.

What were the results? It saved more than **1,900 hours** on reference checking, sourced more than **600 new candidates** and increased its reference return rate to an **82 percent** completion rate.



Automation

- 1,900 hours saved on reference checking
- 58% completion rate within one day
- 84% completion rate within 3 days



GroupM Stats

- Thousands of new hires required over 2 years
- 400 offices in more than 80 countries
- 500+ candidates through ChequedReference™



Quality of Hire (Prediction)

- 26% high potentials fast tracked
- 12% low scoring reference checks



Sourcing

- 600+ references opted in to sourcing database



Are You Ready to Compete?

A company's success rests in its ability to create a structure or environment that can incrementally predict the likelihood that a new hire will be successful. And, failure to do so leads to loss of productivity, disengaged workers and decreased ROI. In fact, experts estimate that the cost for finding and training a new employee is twice that of the employee's salary.

Predictive hiring finds those candidates who will succeed in your company. So, are you ready to take the unpredictable and turn it into the predictable? If you are poised and ready to win in the war for talent, your answer should be a resounding.

will

**Predictive hiring
is clearly
the way to go.**

