



## KEi Case Study #2

July 2002

### KEi web-based screening achieves \$400,000 savings in rapid recruiting program.

#### SITUATION

The goal for this start up customer service client was a 50% annual employee turnover rate. This is less than one-half of the industry average for the target job role.

Improved applicant screening was one of several pre-employment and post-employment processes that the client was addressing to achieve the turnover goal.

The employee population had to grow rapidly, increasing 10 fold to several thousand employees across multiple locations in less than 24 months.

Gaining proof of the skills to qualify for the target positions involved several screening steps, some designed to demonstrate technical knowledge, some to verify day-to-day detail handling abilities, and others to validate behavioral requirements.

The pre-hire behavioral screening process, that KEi was engaged to provide, had to be ramped up on short notice and meet better, cheaper, faster criteria.

The challenge was to implement a process capable of screening large numbers of people at a single site as well as across multiple sites simultaneously.

#### ACTION

The client contacted KEi after reviewing the [www.keepemployees.com](http://www.keepemployees.com) web site. The strong match between the client's philosophy for employing people and the KEi tools for retaining the right fit employees prompted the request for an online demonstration and price quotes.

KEi proved its capability to combine custom selection of appropriate screening instruments, documentation of validity and reliability, and low cost delivery.

The opportunity was earned for an initial one-month "trial implementation" which was conducted in operations sites across several operating sites in multiple States.

Pricing was set according to anticipated usage. An agreement was made to adjust pricing based on a review of actual volume usage after one month, three months and twelve months.

## **RESULT**

After the one-month trial, employment managers at each location voiced enthusiastic support for the ease of delivery; appreciation for the instantaneous availability of scoring results; and gratitude for the high level of personal service support received from the KEi representative.

Approval was received to implement the KEi online screening questionnaire at each test site and at all future sites to be opened.

In the initial twelve months of usage, nearly 9,000 job applicants were screened using the KEi questionnaire. 30% had scored as misfits vs. the success profile specified by the client.

KEi provided an impressive Return On Investment report that documented a 4:1 payback ratio. This translated to a first year savings of \$400K by not hiring applicants who were highly likely to commit counter productive behaviors if placed in this job.

The client is investigating the future addition of other KEi employee retention tools.

**Screening tools are part of KEi's reliable cost effective [Hiring Solutions Package](#) to improve the workplace and increase profits.**

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