

Cost-effective hiring and accurate prediction of sales staff at Elkjøp

The challenge

- ➔ Design a straightforward process for its recruiters
- ➔ Use valid, proven and certified methods and approaches
- ➔ Standardise the approach by using the same criteria and process across all stores
- ➔ Ensure that the process does not discriminate unfairly
- ➔ Incorporate the employer brand
- ➔ Manage the high volume of applicants in an efficient and professional manner

120,000
applications

2,000
hires

The solution

- ➔ Looked at assessment results alongside sales performance of current sales people
- ➔ This became a 'match score' – only those applicants scoring above this, were taken forward in the process
- ➔ Defined a compound score (personality and reasoning test scores combined) and an easy-to-understand 'Contribution to Store Revenue'
- ➔ Integrated assessment with ATS – and redesigned and streamlined the entire process

The outcome



A saving of **5 hours** of recruitment time per hire



Saving **€390,000** of internal recruitment time



Bringing management recruitment in-house rather than using external recruitment partners **saving €975,000**



18% increase in sales
23% higher sales margin
€9,775,000



€3,680,000 saved from reducing number of 'bad hires' and hiring the 'right' people

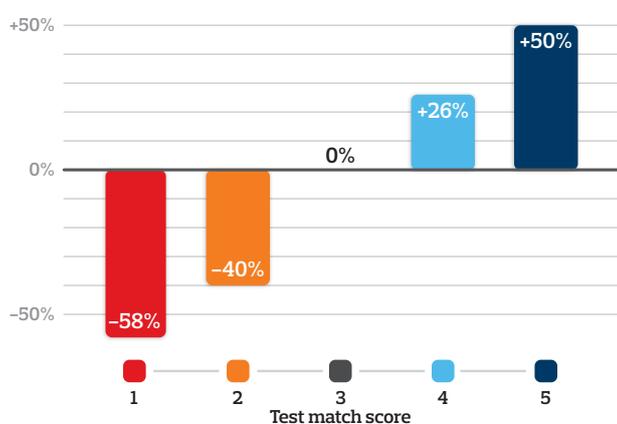


In total, **€14,820,000** gained from standardising, streamlining and focusing the recruitment processes

The detail of the business impact study

- ➔ Included 374 current retail sales staff for whom relevant sales performance data was available
- ➔ Personality and reasoning tests administered to these sales people
- ➔ Assessment scores considered alongside actual sales performance
- ➔ Predictive validity scores calculated for each type of assessment
- ➔ Compound score calculated which is now used in real-world hiring

Average relative sales contribution to store revenue



Best sales performers achieve

50% more sales
than average performers

Lowest sales performers achieve

58% less sales
than average performers

"I can strongly recommend cut-e as a recruiting tool. We will not hire anyone without using this in the future."

Managing Director of four Elkjøp franchises

To read the full story:
www.cut-e.com/about-us/references/reference-finder/detail/elkjoep/



About cut-e: Founded in 2002, cut-e (pronounced 'cute') provides online tests, questionnaires and gamified assessments. In May 2017, global professional services firm, Aon plc, acquired cut-e and integrated the company into its global talent solution. cut-e and Aon, as Aon's Assessment Solutions, undertake 30 million assessments each year in 90 countries and 40 languages.

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