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

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**

<table>
<thead>
<tr>
<th>Test match score</th>
<th>Best sales performers</th>
<th>Lowest sales performers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>+50%</td>
<td>-58%</td>
</tr>
<tr>
<td>2</td>
<td>+26%</td>
<td>-40%</td>
</tr>
<tr>
<td>3</td>
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<td>4</td>
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<td>5</td>
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</tbody>
</table>

**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.