



CASE STUDY

MAXIMIZING EMPLOYEE
PRODUCTIVITY



Data Services Industry



ProfileXT

In use by a data service organization



AT A GLANCE

CHALLENGES:

- Maximize employee productivity

RESULTS:

This study demonstrated the pattern and effectively identifies Top Performers:

- Top Performers correctly identified as Top Performers by the pattern: 3 of 3
- Bottom Performers incorrectly identified as Top Performers by the pattern: 0 of 3

An organisation specialising in corporate policies and data services wanted a better way to identify potentially successful Account Executives. Presented with this task, a study was conducted to examine the relationship between employee productivity and the ProfileXT.

Participants

Fourteen Account Executives within the organisation served as the sample for the current study. Each employee in the sample was administered the ProfileXT and had their performance at meeting sales goals evaluated by the organisation. Based on the organisation's performance evaluations, three members of the sample were identified as Top Performers, three were identified as Bottom Performers, and the remaining eight members of the sample were identified as Average Performers.

Job Match pattern

A Job Match pattern for the Account Executive position in this study was developed using a Concurrent Study format. The sample's Top Performing and Bottom Performing Account Executives served as the basis for the Job Match Pattern which identifies the unique scoring pattern of Top Performers. This pattern serves as the benchmark to which other employees can be matched.

Performance grouping

Based on the performance information gathered from the employer and the participants' ProfileXT scores, a pattern was constructed that described the qualities of the existing Top Performers. All 14 Account Executives were matched to the pattern. After a review of the participants' Overall Job Match Percent, a breakpoint of 87% or greater best identified Top Performing Account Executives. This 87% Job Match benchmark serves as a standard to which a candidate is likely to be a good match to the job.

Of the 14 participants in this study, four obtained a Job Match percent of 91% or greater. All three of the Top Performing Account Executives were selected by the pattern developed. Only two of the Average Performing and none of the Bottom performing Account Executives met this same benchmark.

QUICK FACTS

\$470k more
dollars generated by sales people who were selected by the Job Match Pattern

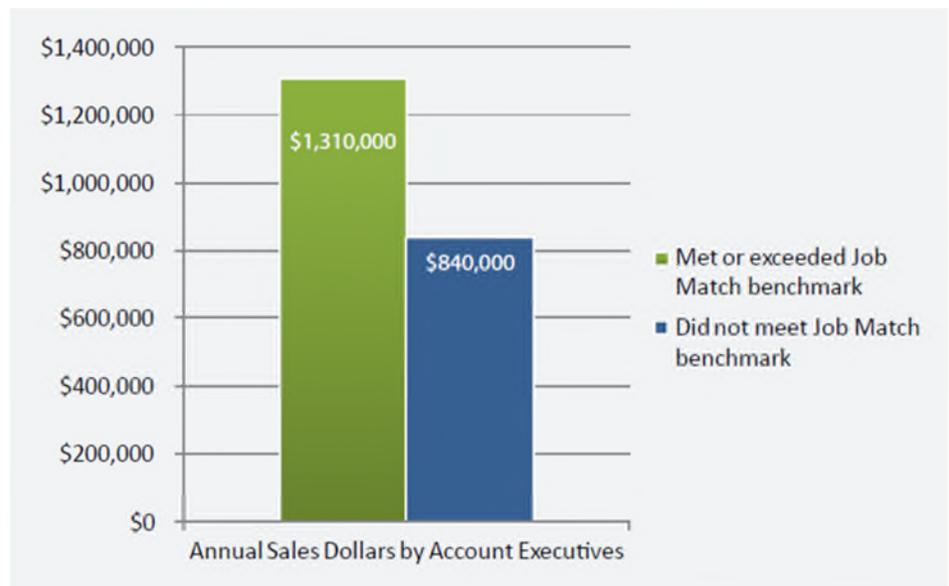
Approximately nine of the ten Top Performers were selected as a good match to the Job Match Pattern, while four out of five of the Bottom Performers were not selected.

While only 54% of the total sample were selected as a good match to the Job Match Pattern, 92% of the most successful sales persons were included in that selected group. Only 20% of those who seem to be challenged by the position achieved favourable pattern match.



Clearly, selection practices at the organisation have been improved by using the ProfileXT.

1. According to the information provided to Profiles International by the organisation, the average sales dollars generated by Top Performers in the Account Executive sample was \$1,250,000, while the average Bottom Performer in this sample generated \$850,000 of their performance goals.
2. The average dollars generated by those who did meet or exceed the Job Match benchmark was \$1,310,000. The average dollars generated by those who did not meet the Job Match benchmark was \$840,000. This is an average difference of \$470,000 between those selected and those not selected by the Job Match Pattern.



Using the ProfileXT to benchmark employees, the organisation is able to successfully screen Account Executive candidates. Of the five individuals who either met or exceeded the Job Match Percentage benchmark, none were Bottom Performers. Additionally, 100% of the Top Performers were included in this group. Clearly, selection practices at the organisation have been improved by using the ProfileXT.