

Shaker Consulting Group

the right people. period.

deliver a candidate experience...



Expectations run high in our Experience Economy. It is not enough to have an on-line Careers page—virtually every company does. The real question has become, “How does your on-line experience work more effectively at attracting the right people with the right competencies?”

If your company is like most organizations, you know it takes a unique individual to be successful in your environment. Your company is different from your competition, different from the company next door and even different from who you were five years ago. It is this differentiation which creates a competitive advantage.

When it comes to staffing your business, what are your expectations?

- Candidates expect a more engaging and informative application experience.
- Recruiters expect a more objective evaluation of job-fit from the application experience.
- Companies expect a more competitive advantage from their staffing process.

Keeping up with Expectations

Competitive advantage in your markets comes from creating a customer experience that differentiates you from your competitors. Creating a competitive advantage in your staffing process comes from delivering a candidate experience which differentiates you from your competitors.

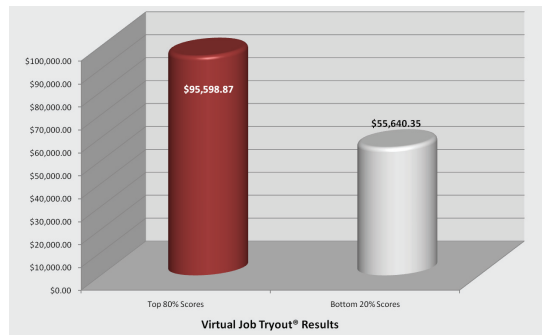
Candidates are decision makers. There is an expectation that your recruiting process will provide insightful information about the company and the job to make an educated career decision.

Recruiters are decision makers. There is an expectation that your candidate evaluation process will provide valuable information about the individual to make an educated hiring decision. Every executive knows that business decisions are rarely better than the information behind them.

The Virtual Job Tryout® is a company branded, interactive, on-line work sample which can improve your hiring decisions by providing data that predicts on-the-job performance. And, it also delivers a compelling candidate experience.

Our clients have discovered that the Virtual Job Tryout® provides the insight and the evidence needed to improve the quality of decision making in their staffing process.

72% HIGHER REVENUE LEVELS FROM TELESales REPRESENTATIVES.



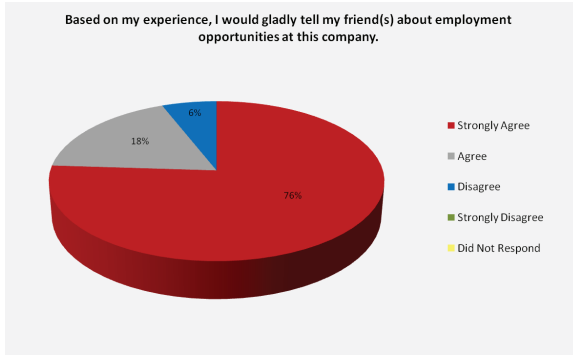
The results show up on the bottom line. Our client-specific research documents the economic value of making hiring decisions supported with data from objective candidate evaluation. Improve your candidate data, improve your hiring decision, and improve your bottom line.

Recruiters also want the value of the candidate experience to cause viral marketing, reaching into desirable candidate populations. Just as you expect your core business experience to attract customers, your recruiting experience should attract candidates.



...that drives business results.

94% OF CANDIDATES LIKELY TO REFER OTHERS



Art, Science...AND Experience

The hiring decision will always be an act of personal judgment. It is the Art of making a complex decision based upon considering the subjective, objective, and intuitive information gathered during the candidate evaluation. The Science of Industrial Organizational Psychology can significantly improve the objectivity of data regarding the candidate. Now the nature of the candidate Experience can elevate the value of decision making data to a whole new level.

Work samples build trust and confidence in candidate evaluation data. The benefit of the multi-media nature of the web allows a wide range of experiences to be deployed - experiences that recreate elements of the job in an interactive manner and explore work abilities, work history, and work approach. Experiences the candidate will find engaging and revealing include:

- **Customer and Colleague Interactions** – making choices on how to respond to a range of typical exchanges
- **Working with Metrics** – evaluating and identifying actions based upon common operating reports
- **Actions for Success** – brainstorming ideas to address day-to-day challenges in the work environment
- **Multi-tasking** – data entry, data checking and status monitoring while listening to simulated calls or interactions
- **Problem Solving** – diagnosis and the use of logic and rule bases to identify root cause
- **Reasoning with Words** – comprehension and evaluation of documents found on the job
- **Work History** – specific elements of work records and life experiences that document the foundations of success
- **Work Approach** – self reported description of work style and motivational fit

Each experience creates a two-way exchange. The candidate learns about various aspects of the job as they engage the experience and in doing so, they provide highly job-relevant information about themselves.

Ego or Evidence

Go beyond intuition to knowing. Sound analysis requires sound data. Most businesses collect and analyze data to support important decisions. When people are your brand, the source of your competitive edge, collecting and analyzing data for improving hiring decisions is essential. The Virtual Job Tryout® process provides the evidence and insights required to turn each hiring decision into a competitive differentiator. Each hiring decision can impact the delivery of your brand promise.

The Virtual Job Tryout® identifies and documents which elements of an individual's work sample, work history, and work approach predict how well they will perform on the job. Decisions supported from this approach help select the right people. Period.

Learning from Experience

The yield of your current staffing process is characterized by the performance variation between the best and the worst candidates hired. Maybe it's time to take steps to create a candidate experience that improves recruiter success and contributes to your competitive differentiation.

Experience the difference. Schedule a session to take The Virtual Job Tryout® for a test drive. See for yourself how success is measured.



how success is measured.TM

What Candidates are Saying:

"You have gone beyond all employers. I have never seen so much information given during an application process! I think it is great!"

"This process shows how much you care about making the right hires."

"I know how serious you are about making a good hire. I want to work in that kind of environment."

"It gives the person applying for the position the information of what is to be expected of them and a good overall picture of the company. I believe it helps in the hiring process to see what level the candidate is up to and if his or her expectations of themselves are the same."

What Recruiters are Saying:

"Our interview-to-hire ratio has gone down from five to one, to between two and three to one. And the hiring managers are more comfortable with the overall quality of the candidates."

"There is a higher level of dedication and commitment to learn from the candidates hired with our new process."

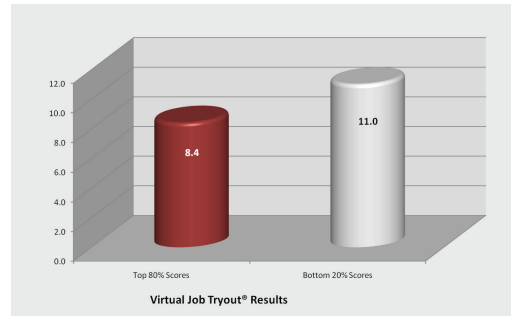
"While doing the interview I had three people who were qualified, but in looking at the candidate results I was able to make a determination of who I really wanted for the job."

What Companies are Gaining:

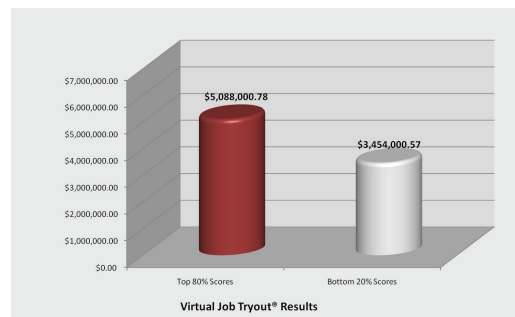
"This was one of the highest ROI projects of the year. We could never have achieved this level of success with our old ways. We are never going back."

"As it turns out, the turnover rate was double in the first year for new hires that skipped the pre-hire assessment (16% vs. 8%). We now have 100% compliance which was largely driven by word of mouth about the success of the program."

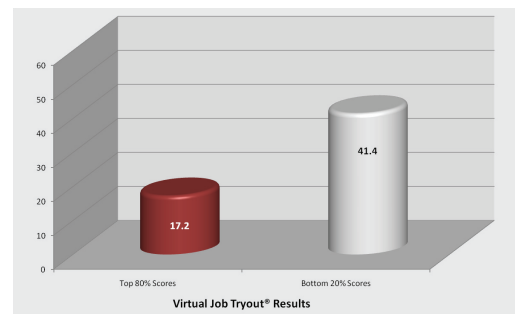
31% MORE EFFICIENT HANDLE TIMES WITH CALL CENTER REPRESENTATIVES



47% HIGHER TERRITORY REVENUE WITH SALES REPRESENTATIVES.



141% BETTER RETENTION RATE IN DISTRIBUTION CENTER ASSOCIATES



655% HIGHER CONTROLLABLE PROFIT CONTRIBUTION WITH RETAIL MANAGERS

