



**EMPLOYMENT TECHNOLOGIES**  
SIMULATION & TALENT PREDICTION

**PRESS KIT**

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## PRESS KIT

Employment Technologies is the inventor and world's leading developer of simulation-based employment tools. With science and innovation, we create realistic, engaging, and accurate simulations to replace traditional employment tests. Our products are offered under the industry's widely recognized brand name, EASy Simulations®.

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## OUR STORY

### **Others Test. We Simulate.**

“When the science showed that our simulations more than doubled the accuracy of predicting job success, we knew we had something extraordinary.”

Joseph T. Sefcik, Jr., President and Founder

#### **A Revolutionary Idea**

It all started in 1982 when our Innovation Team developed the industry’s first commercial job simulation. Before then, employment tests were merely ‘words on a page’ and often showed little relevance to the job. We were confident that simulation would enhance employment testing but even our team was surprised by the dramatic results.

This early research quickly revealed the clear superiority of simulations in reducing test bias, improving the candidate experience, and delivering unparalleled accuracy in predicting job success. By combining the science of prediction with the realism of simulations, our work launched a whole new category of employment tests—Job Simulations.

#### **The Advantage of Real**

Employment Technologies soon launched our signature line of EASy Simulations®. Unlike traditional employment tests, EASy Simulations immerse candidates in key job roles where they experience the same rewards and real-life challenges that employees face on the job every day. Our simulations create a realistic and engaging test-drive for candidates. For our clients, EASy Simulations deliver dramatic improvements in time-to-proficiency, productivity, and retention. Typical results include:

- 25 - 72% reduction in turnover
- 15 - 50% reduction in job-related errors
- Up to 66% reduction in training time
- Up to 286% increase in sales referrals
- Up to 700% return on investment

#### **Ranked #1 in Accuracy**

An unprecedented five-time national Top HR Product of the Year Award winner, Employment Technologies has grown to be the world’s leading developer of job simulations. While we pioneered the science of job simulation technology, the accuracy of simulations is not just our opinion. The U.S. Office of Personnel Management and industry experts now embrace simulations as the most job-related and accurate form of employment assessment.

With more than 30 years of experience in simulation research and design, we offer proven solutions in all phases of the HR process and serve clients ranging from small businesses to global enterprises.

## PRODUCTS

### **EASy Simulations®**

**Real Situations. Real Performance. Real Results.**

Like flight simulators for pilots and astronauts, EASy Simulations create a fun and engaging test-drive for candidates while predicting job success with scientific precision. Our award-winning simulations help businesses worldwide **engage, hire, and retain the best talent**. We offer proven, job-specific EASy Simulations for a wide range of jobs and industries, including:

- Contact Centers
- Financial Services
- Healthcare
- Hospitality & Attractions
- Insurance
- Retail & Sales
- Workplace Readiness and Education
- And more!

### **Custom Simulations**

Our Innovation Team has more experience designing and building job simulations than any testing company in the industry. For more than 30 years, we've been partnering with clients to create the most innovative, practical, and powerful simulation solutions possible. For clients looking for a solution designed specifically for their environment, we offer both blended and fully-customized simulation solutions. These can include:

- Custom Job Simulations
- Employment Branding
- Realistic Job Previews
- Language Proficiency Simulations
- Technical Knowledge Assessments
- Job Practice and Learning Simulations
- Online Employment Interviews

### **EASy QuickScreen – Employment Branding and Job Preview**

The image your organization projects during the hiring process makes a powerful statement about your company. With EASy QuickScreen, you will attract and hire the right people—who understand and embrace your company culture and vision. Blending advanced avatar and simulation technologies, EASy QuickScreen lets you share your organization's story and present a realistic preview of the target job, highlighting both its rewards and challenges. Realistic job previews result in more realistic job expectations, higher performance, and less employee turnover. Our fully-customizable EASy QuickScreen platform also gives clients the option of including custom assessment questions to verify whether candidates meet minimum requirements.

## PRODUCTS – Continued

### **EASyView – Virtual Online Interviews**

EASyView delivers interviews at your fingertips on any Internet-enabled device. With a click of a button, EASyView automatically leads candidates through the interview process. Employers then have instant access to candidate responses so they can quickly view or listen, compare responses, or share responses online with other decision makers.

### **EASy CareeRx – Onboarding Performance and Coaching Guides**

CareeRx prescribes the right onboarding plan for your employees. Now you don't have to wait weeks and months to discover the hidden potential or performance gaps of new employees. CareeRx automatically matches assessment results to training needs by creating a personalized onboarding and development guide for each employee based on his or her current performance levels. Employees have a clear roadmap for their personal growth and career development. Coaches and mentors have a strategic guide to maximize each employee's performance and development.

### **EASy Rehearsal – Job Practice & Risk-Free Learning Simulations**

Keep your employees engaged, prepared, and performing at the top of their game. EASy Rehearsal immerses employees in virtual workplaces where they practice and perfect their skills handling real-life challenges. Your employees will practice responding to customers and resolving critical work issues so they are confident and prepared to handle similar situations when they happen on the job. EASy Rehearsal offers self-paced learning and practice—without the risk or consequences of mistakes in the real world. This flexible and affordable learning platform is fully customizable to the key work issues critical for success within your organization.

### **Other Assessments**

In addition to our simulation-based tools, we also offer Personality and Job Fit Indexes as well as more than 900 critical skills tests. These tools can be combined with our EASy Simulation Performance Platform or added to your existing talent acquisition process.

### **EASy Simulation Performance Platform**

To make your hiring and onboarding process even easier, we created the EASy Simulation Performance Platform. Now you can administer and track all of the tools in your solution with one easy-to-use platform. The faster you can connect, engage, and accurately screen candidates, the more likely you are to hire and retain the right people.

With our immersive EASy Simulation Performance Platform, your candidates not only learn about the job, they experience it! Candidates have everything they need to decide if the job is right for them—and you have everything you need to decide if they are right for the job.

## PROFESSIONAL PROFILE

### **Joseph T. Sefcik, Jr.**

*Cofounder and President*

Joseph Sefcik's passion for improving the fairness and accuracy of employment testing has yielded revolutionary results. A pioneer of simulation in employment testing, Joseph began combining the sciences of simulation and assessment technologies in the early 1980s. By using simulation, he more than doubled the accuracy of traditional employment tests. His research also revealed the superiority of simulations in reducing test bias, improving the candidate experience, and delivering unparalleled precision in predicting job success.

Mr. Sefcik was the lead developer of the industry's first commercial job simulation in 1982, designing the inaugural simulations for major organizations, including The Coca Cola Company, Ford Motor Company, and the New York Police Department. Convinced of the power of simulations, Joseph and his wife, Eugenia, founded Employment Technologies in 1995 and launched the company's signature line of EASy Simulations®. EASy Simulations transformed the testing industry, saving companies millions of dollars each year by pinpointing the best candidates, reducing time and costs to hire, boosting productivity, and decreasing turnover.

Throughout his career, Joseph has served in an advisory role for a variety of government, education, and human resource organizations, including:

- Consultant to the U.S. Department of Labor and the Secretary's Commission on Achieving Necessary Skills (SCANS)
- Panelist for the American Bar Association's National Symposium on Technology in Labor and Employment Law
- Member of the State of Florida Chamber of Commerce Education Committee
- President of the Central Florida Chapter of the American Society for Training and Development (ASTD)
- Board member of the Organizational Communications Department at Rollins College

Employment Technologies actively supports and shares simulation expertise with a variety of career development and workplace readiness organizations such as Junior Achievement, Goodwill Industries, Frontline Outreach, The Jobs Partnership of Florida, and Urban Leagues. The company also founded and administers an outreach program that sponsors local at-risk teens to attend the life-changing summer camp—Kids Across America.

Mr. Sefcik has received lifetime achievement awards from both the University of Central Florida and Florida Southern College for his pioneering work and community service. His company is also the recipient of numerous awards and accolades, including the 2016 Bright House Networks Regional Business Award, 2015 Best Places to Work, 2014 Florida Companies to Watch, and the 2013 William C. Schwartz Industry Innovation Award. He holds a B.S. from Florida Southern College and an M.S. in Industrial-Organizational Psychology from University of Central Florida.

## SUCCESS STORIES

### The Advantage of Real.

Organizations worldwide trust Employment Technologies to design and deploy innovations which significantly impact HR time, training, and turnover. The company offers proven, cost-saving solutions that benefit companies of all sizes – from small businesses to global enterprises. Following are just three recent examples of clients who have discovered the advantage of real!

### \$5 Million in New Sales Revenue

#### CHALLENGE – Energize Sales

One of the world's largest car rental brands was seeking a global recruiting solution to:

- Accurately predict top sales associates
- Increase sales and services levels
- Achieve strong ROI

#### EASy SIMULATION RESULTS

- **Positive and engaging** candidate experience
- Highly predictive of sales and service performance
- \$2,560 estimated increase in sales per employee
- **\$5 million increase in sales** revenue per year (conservative estimate based on 2,000 hires)

### \$4 Million Increase in Collected Revenue in 6 Months

#### CHALLENGE – Pinpoint Top Performers

Serving clients in more than 150 countries, this financial institution was seeking a better way to identify top-performing collection agents.

#### EASy SIMULATION RESULTS

EASy Simulation for Collection Agents predicted top performers who achieved:

- **Faster time to proficiency**
- 39% higher collections rate
- **39% increase in collected revenue per month**
- **\$4,050,600 increase in collected revenue** in six months for each 100 agents

### \$2 Million in Turnover Savings

#### CHALLENGE – Cut Turnover

When a leading retailer renewed their focus on service excellence, they knew they had a problem: employee turnover.

#### EASy SIMULATION RESULTS

- 50% reduction in 30-day turnover
- 50% reduction in 120-day turnover
- **\$2 million annual turnover savings** (based on conservative rehire cost of \$2,500)

## PRODUCT BUZZ

### Job Candidates Love EASy Simulations

“The animation was fun and made it easy to understand.”

“I really like how it showed real-life emotions and things people would really do and say.”

“I like the graphics and the feeling that you are actually dealing with a customer.”

“It was modern and kept my attention.”

“The simulation was fun and at the same time you had to be serious about the problems—just like in reality.”

“Visually appealing, interactive, and different from most routine, text-based tests.”

“I liked the fact of having a job interview at any time, very convenient.”

“It was fun! This is much better than a written test.”

### Clients and Industry Experts Agree!

“By using EASy Simulations, applicants are able to get a real-life look at specific job responsibilities in a number of industries, including bank tellers, collection agents, customer call centers, and workplace competencies . . . The real-life scenarios and easy-to-follow tests give users a “test drive” feel for the job.”

Editors, *Human Resource Executive*®

“I love how much our participants enjoy using the simulations. Every group says that the simulations are really fun – and we’ve used them with people from ages 18 to 56!”

Lead Trainer

“Games provide a highly effective way to identify the most promising candidates from a large application pool.”

Bart Perkins, *Computerworld*

“With Employment Technologies’ simulation, we are getting more committed candidates who are genuinely interested in a career with us . . . since implementing the simulation we have cut our turnover in half.”

Manager of Talent Acquisition

“Clearly, the inclusion of the simulation in the associate selectin process will allow the company to make better hiring decisions and improve overall performance on the job.”

Linda-Driscoll-Dobel, *Contact Professional Magazine*



## NEWS, AWARDS & MILESTONES

- 2016** Central Florida's Top Technology Companies, *Orlando Business Journal*
- 2016** Bright House Networks Regional Business Award
- 2015** Employment Technologies celebrates 20th anniversary
- 2015** Named a 2015 Best Places to Work by the *Orlando Business Journal*
- 2014** One of only 50 companies to be named a 2014 Florida Companies to Watch by GrowFL, in association with the Edward Lowe Foundation
- 2014** Named a 2014 Best Places to Work by the *Orlando Business Journal*
- 2013** Employment Technologies President, Joseph T. Sefcik, Jr., receives the Florida Southern College 2013 Distinguished Alumni Achievement Award
- 2013** Recipient of Metro Orlando Economic Development Commission's 2013 William C. Schwarz Industry Innovation Award
- 2012** Winner of *Human Resource Executive* magazine's Top HR Product of 2012 for getEASyView.com
- 2011** EASy Simulation® Virtual Customer wins Top HR Product of the Year award, *Human Resource Executive*
- 2010** Introduced the first online interview with avatar and voice capture technology
- 2009** Launched first employment simulation to use high-end gaming and animation
- 2007** Simulation on Demand wins top HR Product of the Year award, *Human Resource Executive*, for streaming simulation technology
- 2007** Released the first streaming high-fidelity employment simulation
- 2005** Joseph T. Sefcik, Jr., receives Professional Achievement Award from College of Arts and Sciences, University of Central Florida
- 2005** EASy Simulation® for Team Leaders earns Product of the Year Award, *Call Center Magazine*
- 2005** EASy Simulation® for Team Leaders wins Editor's Choice award, *Call Center Magazine*
- 2004** EASy Simulation® for Team Leaders voted Best of Show at the Call Center Demo and Conference

## NEWS, AWARDS & MILESTONES – continued

- 2004** EASy Simulation® SkilTrak Bilingual wins Call Center Product of the Year Award, *Call Center Magazine*
- 2003** EASy Simulation® SkilTrak and SkilTrak Bilingual Win Top HR Product of the Year award, *Human Resource Executive*
- 2002** TMC Labs Innovation Award earned for Easy Simulation® SkilTrak
- 2000** EASy Simulation® for Contact Center Agents named a Top 10 HR Products of the Year award, *Human Resource Executive*
- 2000** Launched the first PC-based employment simulation
- 1997** Launched first PC-scored employment simulation
- 1995** Joseph and Eugenia Sefcik founded Employment Technologies
- 1988** Members of our Innovation Team launched EASy Simulations®
- 1982** Members of our Innovation Team created first commercial employment simulation

## CONTACT INFORMATION

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