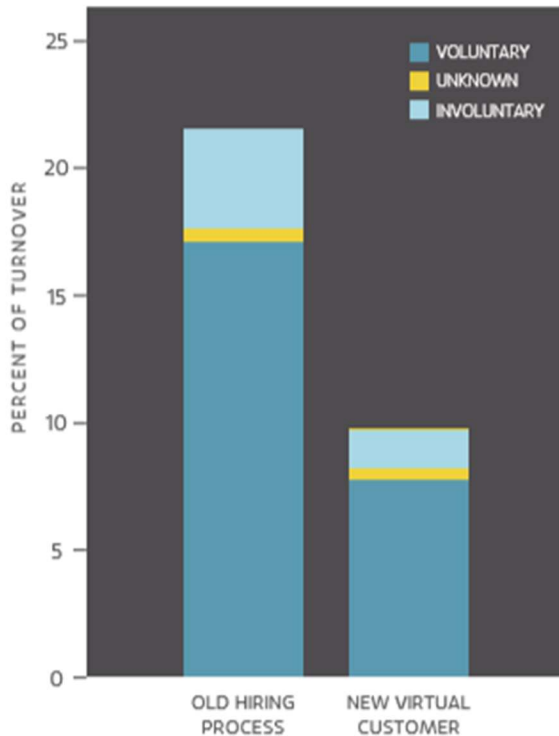
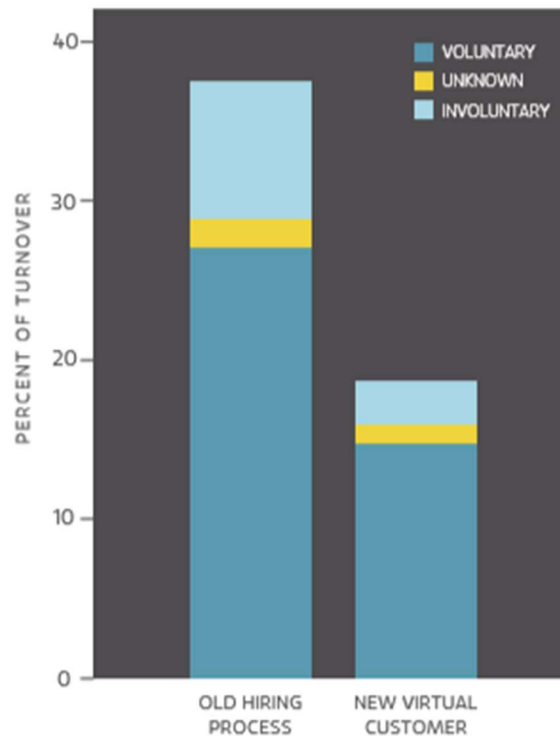


NATIONAL TRAVEL CHAIN HIRES WITH EASY SIMULATION® VIRTUAL CUSTOMER, CUTS TURNOVER BY 50%

30 DAY TURNOVER



120 DAY TURNOVER



WHAT THEY WANTED:

When a leading quick-service restaurant/travel chain recommitted themselves to service excellence, they knew they had to address turnover. With more than 150 locations nationwide, their annual turnover was as high as 40% or more.

WHAT THEY DID:

The travel chain completed a 4-month pilot study to compare their old hiring process with the new Virtual Customer screening process. Among the 1,235 employees hired across 54 locations, one group completed the old process and one group completed the new Virtual Customer process.

WHAT THEY GOT:

With the new Virtual Customer simulation, their 30-day turnover dropped from 21.5% to 9.7%. Their 120-day turnover was also cut in half, dropping from 39.3% to only 19.3%.

WHAT THEY SAVED: \$2 MILLION

Based on these results, if the travel chain hired 4,000 employees a year across 150 locations, the total savings would be \$2 million in turnover costs alone (based on a conservative rehire cost of \$2,500/employee).

Contact us for a **FREE** demo.

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