

Case Study

Mike's Carwash Cleans Up Recruiting and Candidate Screening Processes with Help from PeopleClues Pre-employment Selection Assessments

At-A-Glance:

- **Challenge:** Paper-based pre-employment selection assessments made screening job candidates cumbersome and decentralized. While Mike's Carwash assessed candidates across its locations, it still experienced high turnover rates, wasting company resources and productivity hours.
- **Solution:** Working with PeopleClues partners, Success Performance Solutions and Chrysalis Corporation, Mike's Carwash modernized and centralized processes with PeopleClues' web-based, user-friendly candidate selection assessments. Through benchmarking, the employer identifies those characteristics that are predictive of success at the company and in the position to help find high quality candidates.
- **Results:** The recruiter and hiring managers can quickly and easily identify those individuals that are a match for the position and the customer-centric culture at Mike's Carwash. Streamlining processes and helping improve compliance, PeopleClues assessments also help reduce turnover and improve productivity.

The Challenge:

Paper-based Candidate Screening Processes Keep Recruiting Stuck in the Mud

Headquartered in Indianapolis, Indiana, Mike's Carwash is one of the first-established carwashes in the United States. With 42 locations, the national industry leader provides fast, friendly service to its customers by hiring 400-500 of the most committed and professional wash associates each year. Seeking individuals with superior customer service and people skills, the company has included pre-employment selection assessments in its recruiting and screening processes for a number of years to help identify the best-fit individuals for front line, customer service and entry level positions.

Previously, however, these assessments were completed by paper and pencil, and were not administered until the middle of job candidate screening. As part of its application and screening process, after candidates completed assessments, hiring managers at the company's remote locations faxed the assessments to the HR team at the company's headquarters for scoring and results. As a result, processes were lengthy and laborious, and the company's single full-time recruiter found much time and productivity was lost to candidates who seemed like a good fit at first, but ultimately weren't right for the job.

Screening as many as one thousand candidates each week, and with an estimated 41,000 candidates completing pre-employment assessments for Mike's Carwash each year, the company saw an opportunity to improve its process as it planned to migrate its assessment and application processes online.



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“ We've brought PeopleClues' assessments in earlier in our recruiting process because candidates can easily complete the assessment while they apply for the job, and it empowers recruiters with the insight they need to quickly identify the candidates who are right for the position and our company. Our recruiter can make better decisions - supported by candidates' job fit and behavioral interview question results - and recommend high-quality candidates to hiring managers at each location. ”

Tom Wiederin,
Human Resources and
Recruiting manager,
Mike's Carwash

“We were still administering a paper and pencil based pre-employment assessment and went shopping for a new solution that would bring our processes online, streamlining and making it easier for each and every store, as well as our recruiter,” said Tom Wiederin, Human Resources and Recruiting manager at Mike's Carwash.

The Solution: **PeopleClues Assessments Drive Process Improvement and Put Screening In Gear**

Working with PeopleClues partners and pre-employment, sales skill and leadership assessment providers, Success Performance Solutions and Chrysalis Corporation, Mike's Carwash modernized its assessment practices, adding PeopleClues' web-based, user-friendly candidate selection assessment to its screening process.

Now, when candidates complete job applications online for the company's full-time and part-time opportunities, they also complete a job fit assessment from PeopleClues to help determine the candidate's level of fit. The process is seamless - candidates are walked through the application (through the employers' applicant tracking system) and prompted to complete their assessments online. The assessments are automatically scored and shared with the recruiter, who reviews results alongside the application to gain a deeper awareness of the behaviors and characteristics that contribute to the individual's work styles and cultural preferences. The recruiter advances those individuals that are a good match to the next steps in the screening process; phone interviews, face-to-face interviews, background and reference checks, and final interviews are all conducted by hiring managers at the local stores.

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“Employers are tired of hiring the wrong people – it's expensive in terms of money and stress associated with bringing poor-fit individuals on board. They're wondering if there's a better way to reduce turnover. That's where PeopleClues' assessments come into play. Organizations can be proactive and understand the behaviors and personalities that make an individual a right fit and successful on the job, and then quickly identify those candidates who are a good match.”

Ira Wolfe,
president,
Success Performance
Solutions

“We've brought PeopleClues' assessments in earlier in our recruiting process because candidates can easily complete the assessment while they apply for the job, and it provides the insight needed to quickly identify the candidates who are right for the position and our company,” Wiederin commented. “Our recruiter can make better decisions – supported by candidates' job fit and behavioral interview question results – and recommend high-quality candidates to hiring managers at each location.”

Through benchmarking, Mike's Carwash has also gained deeper insight to the skills, behaviors and characteristics that make an individual successful as a wash associate at the company. Over time, the company experienced some undesirable turnover and used previous assessment results to analyze characteristics of those who performed well in the position and those who were not a good fit.

“The main goal of a wash associate is customer interaction – something that's crucial to the success of our organization. Our associates are a diverse group of employees that span ages, cultures and experience levels, so understanding the characteristics that indicate a candidate has what it takes to greet, guide and treat our customers to the highest levels of satisfaction is just as crucial to our company,” Wiederin explained.

The Results: Squeaky-Clean Screening Improves Compliance, Slashes Turnover and Allows Candidates to Shine

Screening processes are now drastically streamlined through the updated online processes – paper, hand scoring and faxing are all eliminated. But the real value is in the company's ability to invest precious time and resources

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Using PeopleClues Pre-employment Assessments, Mike's Carwash:

- Includes additional data points to its screening process with job fit pre-employment assessments.
- Streamlined and centralized its application and screening process while gaining deeper insight to candidates' abilities to meet position requirements and how well they match the company's customer service focus.
- Benchmarked and identified key characteristics and behaviors for success within the company culture.
- Drastically reduced turnover rates, by 25 percent in one year, by improving quality of hire with assessments, and reevaluating its benefits and compensation program.
- Spends more time with the right candidates – managers hire one out of every 16 candidates they screen, as opposed to one in 100 candidates that they screened through the previous process.
- Improved compliance with a centralized, tracked and electronic-based system.

more strategically – reviewing and advancing the right-fit candidates for improved quality of hire. With 160 hiring managers out in the field, the new process is a huge time-saver. Managers trust that each candidate advanced to the next steps in the screening process meets the requirements for the position.

And, because PeopleClues workplace assessments are included sooner, Mike's Carwash has gained a clearer, more precise picture of each candidate for its locations nationwide and empowers the company's recruiter to confidently recommend high quality candidates to hiring managers. Since Mike's Carwash upgraded and centralized its screening processes, the company has also experienced increased hiring percentages. Wiederin estimates that the company previously hired one individual for every 100 walk-up applicants at a location; now they hire one for every 16 candidates advanced to a hiring manager for consideration at the location.

Through benchmarking, the organization has a better understanding of what makes an individual successful as a wash associate at Mike's Carwash and is able to use that insight to make better-informed hiring decisions. The end result is a drastic decrease in turnover rates.

"We've definitely experienced increased quality of hire and reduced our turnover rates using pre-employment assessments. Our goal is to keep every new hire on board for a minimum of 12 months, anything less than that drains too many resources for training a new employee," said Wiederin. "After reviewing the way that we analyzed assessment results, combined with some additional compensation and benefits changes at the company, we were able to reduce turnover by 25 percent in one year. We attribute much of that improvement to PeopleClues."

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“Employers are tired of hiring the wrong people – it's expensive in terms of money and stress associated with bringing poor-fit individuals on board. They're wondering if there's a better way to reduce turnover. That's where PeopleClues' assessments come into play. Organizations can be proactive and understand the behaviors and personalities that make an individual a right fit and successful on the job, and then quickly identify those candidates who are a good match,” commented Ira Wolfe, president of Success Performance Solutions.

An added benefit of the company's new screening process is improved compliance. With records maintained online, and hiring decisions that are supported by results from a scientifically-based and valid assessment, Mike's Carwash is confident that they're meeting compliance requirements: “Anyone who has ever been subject to an audit can tell you that an outside entity going through records from dozens of locations is challenging. Having this centralized and defensible data all under one roof is a necessity for our kind of operation,” Wiederin noted.

Feedback from hiring managers and candidates alike has been positive. Managers love how quickly they're able to fill positions, and how easy the new process is. Result reports are easy to read and easy to train – as opposed to other assessments, which are very difficult to interpret. While candidates are asked to complete an assessment earlier in the process, they report a user-friendly experience. Candidates share that while the application process takes a little longer to complete, questions are concise and easy to understand.

“Everything we do as a company is about consistency of quality for our customers. The same is true for the partners we work with, and for our job candidates: we want consistent results and exceptional customer service when

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About PeopleClues

PeopleClues is a global provider of employment assessments for measuring job fit, attitude and level of engagement for candidates and employees. These assessments are built for pre-employment screening, career development, team development as well as training and development. Based in Woodstock, Georgia, PeopleClues provides the assessment tools that allow thousands of companies in eight countries to make better hiring and training decisions. PeopleClues has also recently launched an industry game changer with its "ACE" "Automated Candidate Experience" product providing Clients a huge strategic advantage in allowing their candidates who have taken the assessments to instantly receive a personalized report on how to improve the way they present themselves in their resume and interview. PeopleClues strategic partners include PeopleMatter, Insperty (formerly known as Administaff), CareerBuilder, Bond International (formerly known as VCG Software), Success Performance Solutions, Reliant, Prophecy Healthcare and Getting Hired.

For additional information, contact info@peopleclues.com, visit www.peopleclues.com, or follow us on Facebook <https://www.facebook.com/peopleclues> and Twitter [@PeopleClues](https://twitter.com/PeopleClues).

we work with a vendor, and want our candidates to have a fair experience at every single one of our stores," Wiederin explained. "It's not always easy to ensure that when there are remote locations to consider, but creating a standardized screening process, which includes PeopleClues pre-employment assessments, helps us achieve that goal as we develop our workforce with individuals who provide that kind of experience for our customers."

Valued Partners

About The Chrysalis Corporation



Since 1998 The Chrysalis Corporation has been an industry leader in providing pre-employment assessment solutions to companies in a wide variety of industries.

Whether you are a small company who hires only a few year, or a larger organization that is constantly in a hiring cycle, The Chrysalis Corporation will assist you in creating a **cost-effective, customized** assessment process that is **specific to your needs**. www.chrysaliscorporation.com

About Success Performance Solutions



Success Performance Solutions is a leading provider of employment testing, leadership tests and evaluations, and applicant tracking software for small business. Established in 1996, Success Performance Solutions consistently differentiates itself from the competition with exceptional

customer service and its proprietary CriteriaOne® Whole Person Approach. From the small mom-and-pop business to companies with up to 5,000 employees, we deliver best practice solutions and prompt, courteous, and reliable service. And our founder and president Ira S Wolfe is recognized as one of the industry thought leaders in employee assessment and workforce trends.

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