

FOR IMMEDIATE RELEASE

PreVisor helps retail sector boost sales through talent measurement

Assessment Suite tailored to hiring most qualified for retail positions to drive results, increase efficiencies

ATLANTA, GA – (PRWeb) August 18, 2009 – Retail industry challenges have been daunting during the economic downturn. With fewer buyers spending fewer dollars, it's been difficult to improve sales, build brand loyalty, reduce costly employee turnover, and contain operating costs. It often falls on front-line sales staff to engage with consumers to increase the shopping experience level and influence how people spend their money. PreVisor's just released Retail Suite assessment solutions was designed to identify exactly those job candidates who have the ability to thrive in a tough retail environment, especially those who will be more productive and stay longer on the job to drive sales and store success.

PreVisor, the global leader in [employment assessments](#) and talent measurement solutions that connect employment decisions to business results, has decades of experience and extensive validation data for the new bundled solution. Thirteen of the top 20 US retailers currently use one or more components. With unemployment figures still at record highs, staffing departments are inundated with an overwhelming number of applications for all open positions. Using efficient, specific online tools to remotely screen out unqualified applicants saves untold time and money.

The Retail Suite solutions scientifically measure the effect improved hiring has on key performance indicators such as productivity, attendance, turnover, customer satisfaction and sales. Measurable return on investment for retail clients' talent initiatives show strong business results such as:

- High-scoring retail sales associates in a telecom firm increased annual sales by \$30 million.
- Retail sales associates who scored higher on conscientiousness assessments reduced shrinkage by \$78 million in annual inventory.
- District managers generated 8% higher sales and 8% higher profit from their annual plan.

"We chose PreVisor to provide consistency in the hiring process and find high quality candidates who fit our culture," said Al Kong, director of human resources for The Body Shop, an international beauty and personal care products retailer specializing in natural, sustainable ingredients. "Retail assessments were implemented for our sales associate positions about two years ago, which realized productivity gains while unwanted turnover decreased. We now use the assessments for most of our customer-facing positions including our store and district managers. Managers reported from the field that PreVisor hires are of a higher caliber and continue to meet goals."

The PreVisor Retail Suite assessment bundle is specifically designed for job roles from entry-level to management within the retail industry - based on crucial job performance metrics:

- Increased productivity and sales
- Improved customer service
- Reduced shrinkage
- Reduced unwanted turnover
- Improved operational efficiency

PreVisor's online assessment delivery technology is the most secure in the industry. Many retail suite components are computer adaptive testing (CAT) enabled, making it virtually impossible for candidates to cheat. Pre-packaged job solutions include: Cashier, Stock Clerk, Retail Sales Associate, Technical Sales Associate, Retail Consultant, Store Manager, Retail Manager with Sales, and District/Regional Manager.

Ken Lahti, Ph.D., director of product strategy and innovation at PreVisor, explained, "Your people represent you every day and make the difference between winning a sale and winning a customer for life. Yet when it comes to assessing candidates, you are faced with the same challenges your customers have – so many assessment providers, so many assessments to choose from, and none of them cover all the roles you are hiring for. PreVisor's Retail Suite puts an end to the confusion and allows you to save time and money by investing in one provider to hire the best team."

For a product demonstration, call: 1-800-367-2509 or visit <http://www.previsor.com/contact/request> to request additional information.

About PreVisor

PreVisor, the leading global provider of on demand employment assessments and talent measurement solutions, helps clients connect employment decisions to business results. Following the rigorous standards of industrial-organizational psychology, PreVisor's assessment content accurately predicts on-the-job performance and supports fair hiring practices. PreVisor's solutions help streamline hiring, reduce recruiting and training costs, and improve corporate performance for clients worldwide, including more than 100 of the Fortune 500. www.previsor.com

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