

# Sunglass Hut®

## Case Study

### Sunglass Hut finds more productive associates

#### Challenges:

As a leading supplier of sunglasses, Sunglass Hut®, like most retailers, has three primary goals: increase sales, improve associate retention and decrease shrinkage. Fortunately, a common thread links these goals — the thousands of employees in its 1,800 locations around the globe. For an employee selection solution, Sunglass Hut turned to PreVisor®.

#### Solution:

PreVisor's industrial-organizational psychology professionals conducted a job analysis to identify the particular qualities predictive of associates who will positively impact sales, who will be least likely to steal, and who are most likely to stay on the job. Using this data, PreVisor developed a suite of assessments that would allow Sunglass Hut to measure a candidate's conscientiousness as well as his or her sales and customer service aptitudes.



**POTENTIAL  
ADDITIONAL REVENUE**



x All Units = \$23 Million

**Results:**

The results showed a 3 percent higher sales increase in stores using the PreVisor Selection System. Carrying this lift in sales across the 1,800 locations has the potential for a \$23 million jump in revenue. In addition, shrinkage was down in the locations employing PreVisor-selected associates. Assuming similar results carry across all 1,800 stores, the reduction in lost inventory could translate into \$2.3 million in bottom-line savings annually,

**CHALLENGES:**

- Turnover
- Improve sales
- Decrease shrinkage

**RESULTS:**

- Increased sales
- Shrinkage down almost 75%
- Improved quality of new hires
- Compliant selection system based on job-specific requirements