Case Study

The ProfileXT in use at a Data Service Organization

Background
Seeking a better way to potentially identify valuable and productive Account Executive candidates, an organization specializing in corporate policies and data services, turned to the Profiles International team to accomplish this. Presented with this task, a study was conducted to examine the relationship between employee productivity and the ProfileXT.

Participants
Fourteen "Account Executives" within this organization served as the sample for the current study. Each employee in the sample was administered the ProfileXT and had their performance evaluated by the organization in the form of a percentage to a sales goal met. Based on the organization's performance evaluations, three members of the sample were identified as Top Performers, three were identified as Bottom Performers, and the remaining eight members of the sample were identified as Average Performers.

Job Match Pattern
A Job Match Pattern for the Account Executive position in this study was developed using a concurrent study format. The sample's Top Performing and Bottom Performing Account Executives served as the basis for the Job Match Pattern, which identifies the unique scoring pattern of Top Performers. This pattern now serves as the benchmark to which other employees can be matched.

Performance Grouping
Based on the performance information gathered from the employer and the participants' ProfileXT scores, we built a pattern that described the qualities of the existing Top Performers. All Fourteen Account Executives were then matched to the pattern. After a review of the participants' Overall Job Match Percent, a breakpoint of 87% or greater best identified Top Performing Account Executives. This 87% Job Match benchmark now serves a standard to which a candidate is likely to be a good match to the job.

This study has demonstrated that the pattern efficiently identifies Top Performers:

- Top Performers correctly identified as Top Performers by the pattern: 3 of 3
- Top Performers incorrectly identified as Bottom Performers by the pattern: 0 of 3
- Bottom Performers correctly identified as Bottom Performers by this pattern: 3 of 3
- Bottom Performers incorrectly identified as Top Performers by this pattern: 0 of 3.

Of the 14 participants in this study, four obtained a Job Match Percent of 91% or greater. All three of the Top Performing Account Executives were selected by the pattern developed. Only two of the Average Performing and none of the Bottom performing Account Executives met this same benchmark.

Details
1. According to the information provided to Profiles International by the organization, the average sales dollars generated for Top Performers in the Account Executive sample was $1,250,000, while the average Bottom Performer in this sample generated $850,000 of their performance goals.
2. The average dollars generated by those that **did meet** or exceed the Job Match benchmark was $1,310,000. The average dollars generated by those that **did not meet** the Job Match benchmark was $840,000. This is an average difference of $470,000 between those selected and not selected by the Job Match Pattern.

Summary
Using the ProfilesXT to benchmark employees, the organization has shown the ability to successfully screen Account Executive candidates. Of the five individuals that either met or exceeded the Job Match Percentage benchmark, none were bottom performers. Additionally, 100% of the Top performers were included in this group. Clearly, selection practices at this organization have been improved by using the ProfilesXT.