

Psychometric assessment helps Krispy Kreme reduce bad hires by 50%

“It was obvious that psychometric assessment offered a fair and objective method to find people best suited to our corporate culture and work practices.”

Edweena Stratton
HR Director
Krispy Kreme



Krispy Kreme Doughnuts has sold more than \$27.6m worth of doughnuts since its launch in Australia in June 2003. After opening 9 stores in 18 months, it has become a major new employer in local communities, creating more than 500 jobs in New South Wales alone.

The Issue

The Krispy Kreme HR team was under pressure to identify new staff who could work within a changing environment whilst maintaining the company's standards in delivering consistent quality service across all stores.

Krispy Kreme found that this was a challenge at all levels of staffing from the store manager right through to customer service and operations staff. As well as recruiting good retail staff, Krispy Kreme wanted to select staff who would fit with the Krispy Kreme culture.

The Solution

SHL were engaged to help Krispy Kreme introduce a series of psychometric assessments including a customer service questionnaire, an occupational personality questionnaire

(OPQ32) and assessment centres, which involve candidates undertaking simulation exercises and group testing.

Test and questionnaire report outputs were presented in Krispy Kreme's 'language' and reflected the organisation's culture.

The Results

Krispy Kreme's managers were 'sold' on psychometric assessment when they saw first-hand how effectively it helped identify staff more likely to succeed in its work environment.

After partnering with SHL, Krispy Kreme estimates that psychometric assessment has reduced the rate of unsuccessful hires by **50 per cent** and management attrition is under **10 per cent**.

The new process has saved the company in hard costs as well as reduced the amount of time spent by managers in recruiting and selecting staff. Krispy Kreme now has plans to roll out psychometric assessment programs throughout the organisation.