

## How a Hospitality & Tourism Company Improved 'Quality of Hire' for their Customer Service Staff

### THE CHALLENGE

Rocky Mountaineer is a luxury rail tour company that has won dozens of international awards. After nearly 30 years in business, they have welcomed nearly 2 million guests on board! Each spring, at the start of the tourist season, the organization ramps up their recruitment activity to hire a large volume of guest-services staff. They indicated that the psychometric assessment they were previously using was not effective in accurately predicting top performers who would excel in the important customer-facing roles.

### THE SOLUTION

In 2012, TalentClick conducted sessions with key internal stakeholders at Rocky Mountaineer to uncover core business challenges and opportunities for improvement. After analyzing job performance data and benchmarking top performers, we then overlaid 'ideal score ranges' atop each new job applicant's Workstyle & Performance Profile (WPP) and Work Values & Attitude (WVA) assessment results so that Rocky Mountaineer's recruiters could see at a glance how much of a fit there is to the specific guest-services positions and to their unique culture. We also provided the Leadership Profile (LP) for assistance with filling senior roles.

*"TalentClick assessments are an excellent tool for recruiting and developing teams. The tool increased the quality of our hiring at Rocky Mountaineer and reduced turnover."*

**AMBER JORDAN**  
SR. HR MANAGER  
ROCKY MOUNTAINEER

### THE RESULTS

Since 2012, Rocky Mountaineer has been one of TalentClick's longest-standing customers. Each year, we evaluate the effectiveness of our products and services, and conduct training of new HR team members. Rocky Mountaineer reports that they are pleased with TalentClick's responsive customer support and that we continue to successfully help them achieve their stated goals of:

- Increased Quality-of-Hire (as measured by job performance ratings)
- Decreased assessment times by over 50%
- Reduced employee turnover
- Improved guest satisfaction scores
- Better leadership identification



ROCKY MOUNTAINEER



INCREASED  
QUALITY-OF-HIRE



DECREASED  
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BY OVER 50%



REDUCED EMPLOYEE  
TURNOVER



IMPROVED GUEST  
SATISFACTION  
SCORES



BETTER LEADERSHIP  
IDENTIFICATION