

iServe

You can trust that your employees deliver only the highest quality customer service with iServe.

The iServe integrity test allows you to identify those applicants with strong customer service skills, who have integrity, and who will remain committed to your business.

With iServe you benefit from:

- Increased Guest Satisfaction
- Higher Quality Employees
- Reduced Workers' Comp Claims
- Decreased Shrinkage
- Lower Turnover

In just minutes you can identify those job applicants who deliver world-class customer service and will be committed to your business. Additionally, you'll uncover those applicants who will steal, do drugs, fake work injuries, and more. Your investment in iServe will come back to you several times over in improved guest loyalty, reduced workers' comp costs, higher productivity, and lower hiring costs.

Contact us today.

You—and your guests—will be glad you did.



Helping You Hire the Best!

Case Study

IHOP

Uses Integrity Tools to Reduce Employee Turnover and Fight Recession— Turnover Drops 37 Percentage Points

Background

IHOP franchisee Womack Restaurants, Inc., operates 12 eateries in Indiana and Ohio. The Terre Haute, Indiana based restaurant chain features moderately priced breakfast served all day and reliable table service in an attractive and comfortable atmosphere that reflect its motto, “Come Hungry, Leave Happy.”

Challenge

When it comes to food service, business analysts have long noted an unusually strong correlation between restaurants that have relatively low turnover and their financial performance. With a turnover rate of 142.4% in 2006, significantly higher than the national average of 133% for restaurants in the family dining category, the company needed to give urgent attention to this critical aspect of its business. Given market realities, it was determined that such a move would be a key factor in weathering a down economy.

Solution

As part of an overhaul of Womack Restaurants’ human resources policy, Director of Human Resources, Sherry J. Lang contracted with Insight in 2007 to begin testing all potential hourly employees with regard to honesty, theft, workers’ compensation fraud, violence and drug use as well as a tendency toward customer service. According to Lang, “We interview the candidate and, if we’re still interested, we give them the test.” By the end of that year, turnover dropped to 136.5%. 2008 saw a major company-wide rollout of the Insight program and the turnover figure dropped to 109.7%, far below the national average. What is the key to the program’s success? Says Lang, “We only hire if they have no cautions on this test without exception.” She notes that there has been occasional resistance “from managers who have wanted to hire anyway,” yet by insisting on adherence to company policy and trusting the tests, their restaurants have enjoyed noteworthy success. By October 2009, turnover had stabilized at 105.1%, a result of a combination of factors, including improvements in interviewing, training and orientation. Insight tests have been a key part of this program; Lang concludes that “the results speak for themselves.”

Benefits

- Hourly employee turnover dropped from 142.4% to 105.1%.
- Same-store sales stabilized or grew during a recession in which the family dining sector experienced decreases.

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Easy to Administer

iServe is a web-based application that is simple to implement and easy to use.

The test can be administered to applicants:

- On-site at locations using a computer with an internet connection
- By emailing a link to applicants
- Linked directly from an online job application

Training is provided via a 25 minute webinar where each location will receive detailed end-user instruction on the use of iServe.

Once training has been completed, follow these steps:

Step #1. ASSESS

Depending on your choice of test administration from the list above, your hiring decision makers will access the Insight system (or the applicant will arrive there via link from online job application or email) and have the applicant input name and ID# and then follow the instructions on the screen to complete the test. In 18 to 20 minutes the applicant will be finished with the test. The results are available for review immediately upon completion.

Step #2. QUALIFY

Preparing to interview—a hiring manager will log into the Insight system and, using the search tools, access results which identify qualified and unqualified applicants per the iServe test and the company's hiring standards.

Step # 3. INTERVIEW

Use the test results to identify areas to be addressed in the interview and access behavioral interview questions specific to your company's hiring standards.

Step #4. HIRE THE BEST!

We at Insight Worldwide look forward to helping your company identify, hire and retain the best employees available.



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