



HRVISION CASE STUDY:

MARKET SEGMENT: INDUSTRY/ FOOD & BEVERAGE

BACKGROUND: Like many other companies keen to maintain its competitive edge, **Jafora Tabori**, the second largest beverage company in Israel (www.jafora-tabori.co.il), was actively looking to reduce turnover and measurably improve the quality of their workers. After many years of following standard hiring practices based on traditional selection methods, company management was not really satisfied with levels of job performance predictability offered by their present system and were ready for a significant change.

THE GOAL: Early on in their search for a better selection system, **VP Purchasing & HR Amnon Dayagi** together with **HR Manager Noemi Keneti** clearly knew that they were looking for a solution that would: 1) Streamline the present selection process and 2) enable reliable and highly valid "on the spot" decision without going through a costly or lengthy process.

THE SOLUTION: SAVVYEXPERT: The **HRVision solution (SavvyExpert)** seemed especially attractive to management personnel at **Jafora Tabori** because it offered the compelling combination of in-house, cost effective assessment yielding unprecedented levels of predictive validity. But for **Jafora-Tabori**, the motivator to go with the system lie with the **unique artificial intelligence-based job profiles** that are created using organization-specific performance benchmarks for each of those positions.

THE BUSINESS CASE: **Jafora Tabori** decided to start using the **Savvy Expert** product with the 2 employee populations that would yield the greatest long term financial gains – truck drivers and production floor workers.

BUSINESS CASE #1: Although hiring of the drivers was done based on structured interviews accompanied by solid driving and background credentials, ***there seemed to be no correlation between this criteria and which of the candidates actually ended up being careful drivers on the job.***

OBJECTIVE: Identify factors (various traits) that contribute to carelessness and *minimize the hiring of the potentially careless drivers.*

PROFIT GAIN: Preventing excessive losses in insurance premiums and countless lost work hours.

BUSINESS CASE #2: Sophisticated technology systems utilized on the production and manufacturing floors, ***necessitate hiring candidates that can exercise differing degrees of technical expertise while being able to tolerate the other, sometimes unchallenging tasks associated with production floor work.***

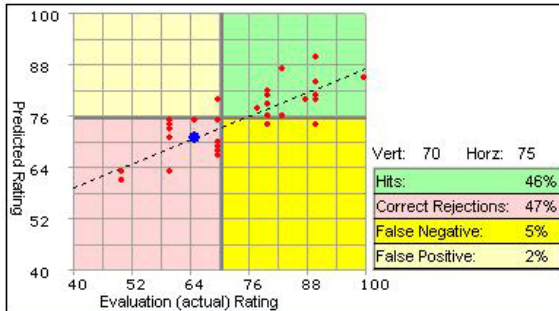
OBJECTIVE: Identify the right combination of traits that would ensure workers have a high level of *performance efficiency, responsibility and technical expertise without getting bored* at a somewhat tedious job.

PROFIT GAIN: Higher performing workers yielding higher outputs per manufacturing station accompanied by less operative malfunctions.



THE PROCESS:

The process involved installing the system at Jafora locations and then testing a representative (low to high performing) sample population of existing workers with the **SavvyRecruiter** (Test Battery). The results are then correlated with organizational job performance ranking that was prepared by the workers direct supervisors and managers and reflects those parameters that their supervisors designated as crucial to job performance. The resulting "automatically defined" job profiles provide a basis for which to compare candidate future job performance to those who work now in the organization.



Graph Legend

Red dot: Existing workers

Blue dot: New Candidate

X axis: supervisor y performance ratings of employee

Y axis: predictive rating based on employee Savvy Test Results

The Results:

Predictive Validity for Driver Population: 0.75 Correlation

Most Significant Skills/list of traits bearing most predictive indication to success in the job position: Order, discipline, analogies, categorization, memory, assertiveness, activity level, achievement striving

Predictive Validity for Production Floor Population: 0.78 Correlation

Most Significant Skills/list of traits having predictive indication to success in the job position: Analogies, cautiousness, performance efficiency

Implementation

- Implementation of **Savvy Expert** "wise" profiles at the various geographic company locations, each with specific combinations of tests designated for the respective job positions
- Implementation of the **Savvy Integrity** test as a go/no go prerequisite pre-screening tool for all candidates prior to the full profile test (in the same test session).

What the Client has to say about Savvy Solutions:

- While technology investments and quality process improvements are essential for manufacturing facilities, it is obvious that hiring effectiveness is a crucial key to the success of any enterprise" says **Amnon Dayagi, VP Purchasing & HR** for the company. "So far, the HRVision solution has been successfully implemented in 2 departments and future plans include expansion of the **Savvy Expert** tool into additional company divisions including sales & marketing".
- **Noemi Keneti' Jafora's HR Manager**, "The user friendly multi media test module is well liked by the candidates and is proving to be a cost effective and easy tool for recruiting the individuals that would make the most suitable match to our enterprise".