

PEP

Personnel Evaluation Profile

- **Fast, accurate, cost-effective**
- **Identifies high risk applicants**
- **Reduces management's interviewing time**
- **Greatly reduces turnover and shrink**

COVERING

**Work Ethic
Absenteeism
Tardiness
Ethics/Honesty
Socialization**

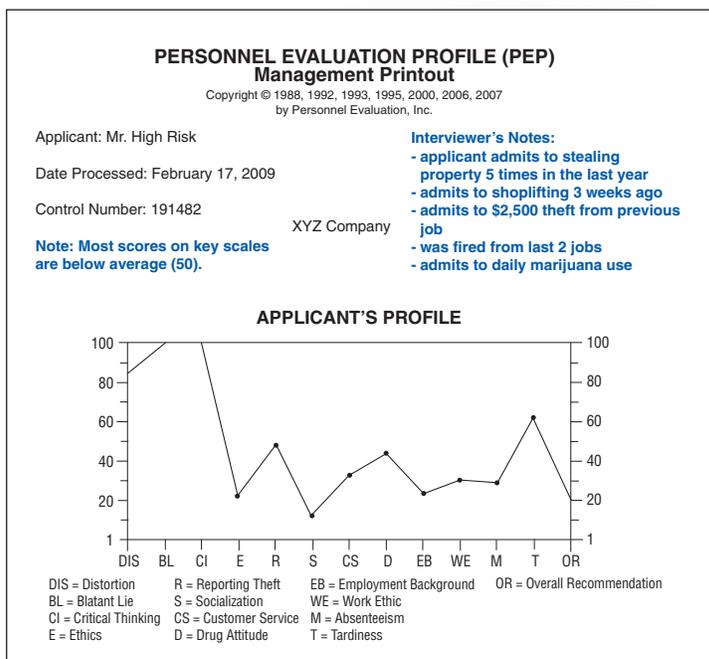
**Customer Service
Drugs
Reporting Dishonesty
Survey Distortion
Employment Background**

The PEP is one of the finest pre-employment screening tools available. Survey results are presented in the form of a graph allowing hiring officials to easily compare applicants. Itemized responses provide the interviewer with direct insight as to the applicant's general character and value system – information that may not be found in a standard interview or reference checking. The survey also contains several sophisticated scoring mechanisms to identify applicants trying to manipulate or create a "good impression" on the survey. This tool can aid in the basic structure of your hiring process – all applicants are evaluated on the same questions in the same manner.

We offer a verbal consultation on every result – at no additional fee! Hiring experts point out inconsistencies in applicant statements and discuss areas that should be explored prior to hire.

The PEP may be administered via paper/pencil, phone, kiosk units, or over the internet. Average time for completion is 25-30 minutes. Survey results are available immediately by email or fax. The PEP is available in English and Spanish, as well as a Canadian version. Summary, compliance, and "red flag" reports are available at no extra charge. The PEP can be integrated easily into most HRIS programs.

Shown below is the graph portion of a PEP result.



SUCCESS STORIES

- A large convenience store chain reduced turnover by 57% within 2 years, saving them \$2.7M. This was a 5100% **Return-On-Investment!**
- A 70+ location specialty retailer found a 70% **reduction in "For Cause" firings** after using the PEP for 2 years.
- A specialty retail chain reduced turnover from 200% to 52% and experienced a 1% **reduction in shrink** after using the PEP for 2 years.
- Supervisors in a distribution center stated that they were **happier with the quality of worker** being hired after implementing the PEP program.
- A regional grocery store chain had used a different screening tool and switched to the PEP. After only one year, they **reduced turnover** from 54% to 46%. Figuring \$1500 cost-per-hire, this saved the company over \$1M.

TESTIMONIALS

"The PEP assessment tool has been critical to our developing Loss Prevention Program. As part of our final hiring process, we have found the assessment to eliminate 'high risk' applicants. During the first two years we used the PEP, our turnover dropped almost in half and our shrink was reduced by 40%. I believe the PEP played a huge role in improving both of these numbers."

VP - Loss Prevention, National Retailer

"We have used the Personnel Evaluation Profile for over two years. This profile is fast, cost-effective, easy to understand, and supported by a group of evaluators who are immediately available whenever I have an interpretation question. The PEP has helped us to identify potential problem areas with those applicants we are considering and aided us in better evaluating those applicants who might not be right for our company. In our retail sector alone, we have seen a turnover decrease of 20% since implementation. I have highly recommended the PEP to many other agencies and will continue to do so."

HR Manager, Retail/Not-For-Profit

PEP

Personnel Evaluation Profile

EEOC/Legalities:

The Uniform Guidelines on Employee Selection Procedures and The American Psychological Association's Standard for Educational and Psychological Tests. A comparative analysis of scale scores found that the PEP does not create adverse impact in regard to race, age or sex. The PEP was revised in 1992 to comply with the Americans with Disabilities Act.

Sample Study: In a study of 4,887 job applicants, there was virtually no difference between white and minority applicants on the scales of the inventory. For example, on the Overall Recommendation (OR) Scale, whites (N=3,700) had an average score of 35.8 and minorities (N=1,187) had an average score of 35.6. In other words, they were just two-tenths of one question apart.

Validation:

The PEP was scientifically validated and cross-validated on thousands of job applicants. The positions applied for ranged from stocker to mid-level management. Studies have shown the PEP to be extremely valuable for screening job applicants for all types of industry. In addition, the PEP is continually subjected to various types of on-going validation studies.

Sample Study: In one validation study, surveys were administered to all existing employees and new hires for a 6 month period at a major Milwaukee, Wisconsin retail business. The survey results were withheld from the managers. At the end of the study, managers were asked to identify their "best" and "worst" employees based upon general attitude, quality of work, ability to get along, punctuality/reliability, willingness to learn, honesty, motivation/energy, quantity of work, and general work habits.

88% of those rated as the "worst" employees scored in the lower half on the "OR" scale, while 85% of those rated as the "best" employees scored in the upper half on the "OR" scale.

During the course of this 6 month study, a theft investigation was initiated because of property and cash losses. As a result of this investigation 10 employees confessed to theft. In addition, 25 present and past employees were strongly implicated in theft.

Of the 10 who confessed to theft, all 10 scored in the bottom half on the "OR" scale. 80% also scored in the bottom 25% on the Ethics scale. Even though 8 of the 10 who confessed to theft attempted to distort/falsify their survey, the PEP still identified them as "high risk". Of the 25 strongly implicated in theft, 88% scored in the bottom half on the "OR" scale and 76% scored in the bottom quartile on the "OR" scale.

Sample Study: In a sample of 4,835 job applicants, the scores on the "OR" scale (corrected for levels of distortion) were entered as a predictor in a series of logistic regression analyses with elements of the background check as criteria. For every 10-point increase in the "OR" percentile score, the applicant is:

- 18% less likely to fail the criminal background check
- 20% less likely to falsify the employment application
- 16% less likely to manifest deceptive behavior in the interview
- 21% less likely to admit to drug conviction or selling in interview

Reading Level:

The PEP is written at the 6th grade reading level to aid those with limited reading abilities.

Survey Administration:

The survey may be administered on-site by company personnel. It takes the job applicant approximately 30 minutes to complete. The PEP is also available in Spanish and Canadian versions.

Survey Scoring:

Surveys can be scored by phone, fax, mail or Internet. Results on fax/Internet usage are automated and available within minutes, 24/7.

Survey Interpretation:

Results are presented in an easily understood "graph" format comparing the applicant to norm groups. A narrative explains graph percentages. Also, a breakdown of survey responses section provides detailed information on individual applicant responses. This allows hiring officials complete flexibility in comparing applicants and finding the right person for the job. Our representatives are available to review survey results and make suggestions at **no charge**.

Order Information:

To place your order or find out more information on how the PEP can help you hire the best available applicants, contact Personnel Evaluation, Inc. at (414) 256-3600.