

How Hiring for Personality Can Save You Millions

Turnover Is Costly

Enter Kona Grill, an upscale casual restaurant company. Their 155.3% annual employee turnover was costing them \$6.7 million every year.



Personnel Costs

time spent sourcing, screening, onboarding, and training

Operational Costs

background checks, drug screens, payroll, uniforms

Vacancy Costs

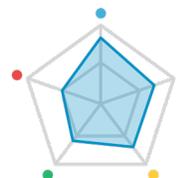
employee disengagement due to overtime or shorthanded shifts, customer complaints

More of What's Working, Less of What's Not

Sometimes, the answer is already at hand...

Kona Grill's existing employees already formed the basis for how loyal and successful employees behave and also how high failure potential employees behave. All Kona Grill needed was a tool to help compare job applicants to their "Ideal Employee" profile. Enter Traitify...

Traitify surveyed Kona Grill's employees (in **only 90 seconds!**), identifying what behavioral traits make up the best and worst performers.

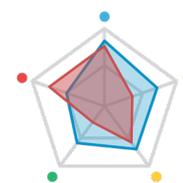


The Ideal Candidate

Traitify integrated directly with Kona Grill's Applicant Tracking System (ATS). Every candidate who applies takes Traitify's 90 second validated personality assessment.



Candidate A



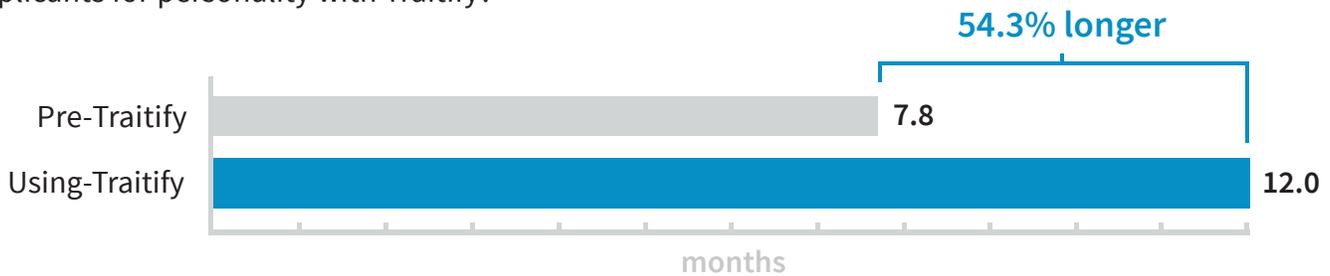
Candidate B

A fit score is generated for all applicants, who are then stack ranked in the ATS for Kona Grill's recruiters to prioritize their efforts.

Score	Name
93 Preferred	Scott Stevenson
85 Preferred	Ashley David
76 Acceptable	Carson Nelson
61 Potential Risk	Jeremy Johnson

Retain Employees Longer and Reduce Turnover

How long did employees stay in their jobs before and after Kona Grill started screening their applicants for personality with Traitify?



Using Traitify, Kona Grill reduced turnover from 155.3% to 122.5% annually yielding a 26.7% reduction.

Your Turnover Reduction Cheat Sheet

How much would your company save with a **26.7% reduction** in turnover? For example, if you have **5000** workers and your annual turnover is **100%**, using Traitify will add **\$5,340,000** to your bottom line!

# of Workers Hired/year	Current Turnover		
	150%	100%	50%
25000	\$40,050,000	\$26,700,000	\$13,350,000
10000	\$16,020,000	\$10,680,000	\$5,340,000
5000	\$8,010,000	\$5,340,000	\$2,670,000
2500	\$4,005,000	\$2,670,000	\$1,335,000
1000	\$1,602,000	\$1,068,000	\$534,000

When replacing other assessments, Traitify increases applicant volume. We increase candidate quality leading to better employee performance. We make recruiters more efficient improving time-to-hire. And we do all of this with unmatched candidate experience and no drop-off!



25% Increase in Applicant Volume



30% Increase in Candidate Quality



40% Reduction in Time to Hire