

Benchmarking

Benchmarking is a continuous improvement process, which uses a systematic approach to raising and maintaining high performance standards against which new employees can be assessed and selected.

The Benchmarking process involves:

- Assessing a sample of people within a job group
- Identification of the actual performance by the client
- Scoring, input and analysis of results

The Benchmarking system includes the following:

- PPA and TST assessment of each person within the sample
- Statistical comparison of PPA and TST results with actual performance
- Identification of best correlation of test to performance
- Creation of benchmarking and written reports (including statistics) plus a description on how to use the benchmark

The Benchmarking benefits:

- Reduces the cost of advertising selection and training
- Continuously improves the performance of work groups by selecting new recruits based on best performer assessments
- Simple to update
- Creates improved levels of profit or sales thus providing early and sustainable return on investment
- Leads to continuous improvement

The Benchmarking system is designed to be used in areas such as:

- General Management
- Sales Forces
- Call Centres
- Retail Stores
- Hotels
- Accounting Practises
- Legal Practises
- Telemarketing
- Graduate Recruitment
- Banks
- Estate Agents
- Travel Representatives
- Public Houses

The Analysis

- Once the tests have been completed, the organisation ranks the performance of those

tested.

- The results are statistically compared and a benchmark for successful recruitment is set

The benchmark report

- Summarises findings
- Identifies how to administer benchmark screening
- Provides interview aids
- Gives details analysis of normative testing
- Lists job benchmarks