

COMPANY

Janico Building Services

INDUSTRY

Facilities Services

COMPANY SIZE

Under 100

Janico Building Services is a full-service building service contractor serving commercial clients in Sacramento and the San Francisco Bay Area and is dedicated to excellence and customer satisfaction. For more than 30 years, the company has built a reputation for delivering quality, cost-effective service that allows its clients to focus on their core businesses.


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Janico Adopts a Mobile-Friendly Assessment Process to Find Candidates Where They Are

Challenge

Janico Building Services wanted to design a hiring process that could help them attract and retain their staff within an industry known for high turnover.

Janico is a commercial building service contractor that hires janitorial staff to service businesses across the Sacramento region and San Francisco bay area. The majority of Janico's janitorial applicants are entry-level. These applicants primarily rely on their mobile devices to access the internet and, according to Lorenzo Harris, President of Janico, "most of our applicants are just not consistent email users." This created a challenge in how to interact with these candidates throughout the hiring process in an effective way.

Solution

To reach the candidates where they are, Janico transitioned to a mobile-first hiring process. The goal was for candidates to be able to successfully navigate the entire process on a mobile device prior to the interview. To make this possible, the company made a few key changes:

Text Messaging:

Janico switched to Breezy HR, an applicant tracking system and one of Criteria's integrated partners, in order to take advantage of Breezy's text messaging feature. This enabled Janico to conduct most of the early interactions of the hiring process all on a mobile device.

Mobile-Friendly Assessments:

One of these early interactions included the assessment phase. Candidates receive a text message with a link to take the assessment. From there, they can complete the assessment right on their mobile device. The seamless mobile experience made it possible for Janico to administer assessments early in the hiring process.



Selecting the Tests

Janico Building Services administered a combination of Criteria's assessments to their incoming candidates.

FOR JANITORIAL STAFF:

Workplace Productivity Profile

WPP: A personality assessment that predicts whether an individual will be a conscientious, productive, and reliable employee. It is an integrity test that evaluates each applicant on four traits: Conscientiousness, Perseverance, Integrity/Honesty, and Attitudes towards Theft and Fraud. The WPP is commonly used to evaluate entry-level candidates who will be working in client homes or businesses.

FOR SUPERVISORS:

Employee Personality Profile

EPP: A general personality inventory that measures twelve personality traits that are predictive of a person's work style. For example, the test can evaluate how well a candidate's personality matches with roles in customer service, management, and more. Janico used the Manager Match on the EPP to identify candidates who demonstrated traits associated with success in a supervisory role.

Criteria Basic Skills Test

CBST: A test that assesses job-readiness and trainability by measuring basic math, grammar, spelling, and language skills. The CBST is commonly used to assess candidate potential for entry-level to mid-level roles.

The Results

Lower Turnover

Janico Building Services was no stranger to high turnover. The industry benchmark for turnover within the janitorial services industry was around 200%. In contrast, Janico's mobile-friendly assessment process enabled the company to achieve a turnover rate of around 85%. In other words, they achieved a turnover rate that was 80% lower than the industry benchmark. While Harris hasn't quantified the exact ROI stemming from the improvements in retention, he asserts that "it's certainly saving us both time and money."

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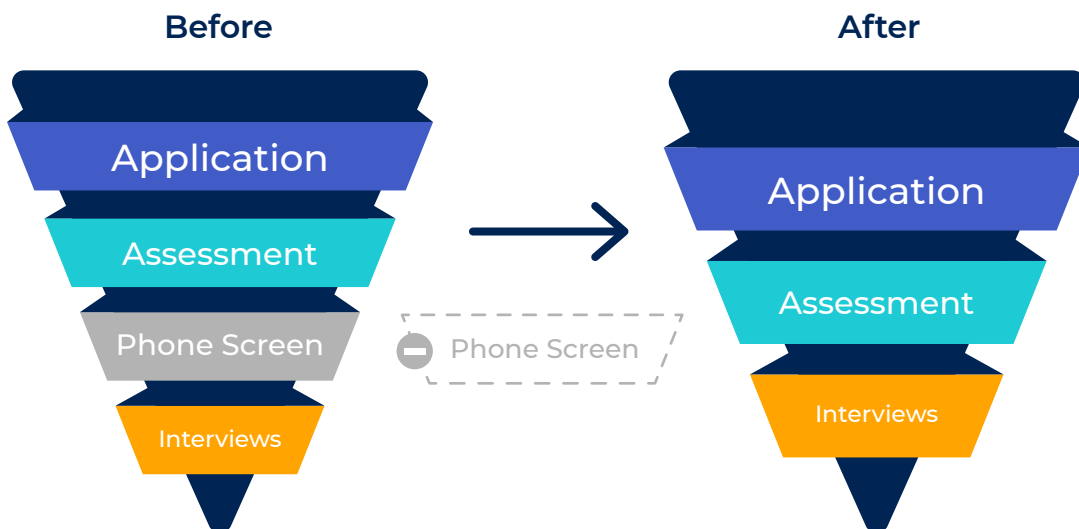
It's certainly saving us both time and money.

– Lorenzo Harris, President, Janico Building Services

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One Less Step in the Hiring Process

With assessments being delivered via text message right to an applicant's device, Janico was able to eliminate one step in the hiring process: the phone screen. For Harris, the assessments were better able to identify "individuals who were a good fit. The phone screen didn't really do that for us." By eliminating an unnecessary step in the funnel, Janico saved time that was better spent getting to know the candidates who were most likely to succeed.



Time to Hire

For Harris, the biggest benefit of using assessments was that "it helped us to streamline our process and find better fits," enabling Janico to prioritize which candidates to invite to the much more time-intensive interview stage. Switching to a mobile-friendly process amplified the efficiency even further. According to Harris, the mobile process "has definitely improved the speed through which candidates get through the pipeline, and the speed in their responses."

Stronger Company Image

As a small business, Janico experienced a boost in their employer brand after incorporating the assessments into the process. According to Harris, "the main benefit is the candidate perception of our company. I think it creates a more professional image."