

## How TalentClick Customized a Solution to Help a Global Manufacturer with Hiring in Remote Locations

### THE CHALLENGE

Interfor (International Forest Products Ltd.) is a multi-national company, listed as the 5th largest softwood lumber producer in the U.S. and 7th largest worldwide. The company has more than 3000 employees in several countries, with ongoing recruitment needs not only for their head office but also their many sawmills. One of their ongoing challenges was identifying quality candidates, particularly in some rural locations with many unskilled applicants. Job-fit and culture-fit was imperative.

### THE SOLUTION

In 2014, after a consultative process with Human Resources leaders, TalentClick completed benchmarking exercises and mapped job competencies to weighted personality dimensions. Using the data, we customized our Workstyle & Performance Profile (WPP) and Work Values & Attitude (WVA) assessment reports for Interfor's multiple locations and multiple job types. For their administrative positions, we provided measures on fit to culture and values. For front-line positions at their sawmills, we provided predictive analytics on fit to 'ideal profiles', including evaluation of verbal, numerical and spatial skills. We also provided user training and resources to maximize uptake with hiring managers and overall effectiveness of the tools.

*"The assessments were easy to use with quick results. The service team was also great to deal with."*



**CHRISTINA BURKE**  
DIRECTOR OF EMPLOYEE  
DEVELOPMENT,  
INTERFOR

### THE RESULTS

Interfor was so pleased with the results that they expanded the assessment program to all locations as well as on-site selection at job fair. They report that they're spending less time on screening applicants in remote locations where information on an applicant's job history may be limited and verification is challenging. Hiring managers now have a more powerful interview process thanks to the personalized interview questions in the reports. They also report that the quality of hire in these rural settings has improved, which is helping with overall employee engagement, team morale, productivity, and even safety.



**INCREASE IN HIRING  
HIGH PERFORMERS**



**IMPROVEMENT IN  
'QUALITY OF HIRE'**



**DECREASE IN  
'NEW-HIRE  
TURNOVER'**



**REDUCED  
SCREENING TIME FOR  
NEW APPLICANTS**