

How Benchmarks Helped an Events Organization Hire Customer Service Staff in a Labor Shortage

THE CHALLENGE

From hosting global summit meetings to world class sporting and entertainment events, B.C. Pavilion Corporation (PavCo) owns and operates two world-class public facilities located in downtown Vancouver, Canada: BC Place and the Vancouver Convention Centre. One of PavCo's challenges each year is hiring over 200 exceptional Hosts and other front-line event staff. In a competitive urban market with a labor shortage, PavCo competes with other employers for suitable customer-service candidates, and turnover was a frustrating, costly problem. Hosts are the face and first impression of their guest experience, so PavCo turned to TalentClick for help.

THE SOLUTION

TalentClick assessed PavCo's high performers in the Host role, and created custom benchmarks to show top performer potential at a glance as an overlay of 'ideal score' ranges on the reports saving time and money, and helping grow management capacity for other core tasks.

"The top benefits we've seen using TalentClick with our Host positions have been reducing turnover and saving time by screening in people who best fit our top performer profile. Our managers and HR team have fewer headaches by focusing on the right people earlier on."



NICOLE LIDDELL
VP, HR
PAVCO

THE RESULTS

PavCo reports that their "no show" rate for job event hiring interviews has dropped by 50%, and that the assessment step in their workflow is one of the best leading indicators of who is likely to be a good hire. "We successfully filled all Host positions this year which has been tough to do in the past. TalentClick has been a great partner and a big part of us reaching our goal," says Nicole Liddell, the Vice President of Human Resources.



**INCREASE IN HIRING
HIGH PERFORMERS**



**IMPROVEMENT IN
'QUALITY OF HIRE'**



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



**REDUCED
SCREENING TIME FOR
NEW APPLICANTS**