

# How Canfor used TalentClick Assessments to Improve Workplace Safety & Reduce New Hire Turnover by Up to 30%

## THE CHALLENGE

Canfor is a leading international forestry company with a strong commitment to safety, quality, and environmental stewardship, employing over 7,000 workers.

Canfor's goal was to reduce workplace safety incidents and new hire turnover. The challenges were not rooted in new hires' technical skills, but rather in the areas of personality fit, competencies, and rule compliance. The organization needed better pre-hire tools to determine if a prospective employee could follow rules, obey instructions, and reliably show up for work. This high new-hire involuntary turnover significantly impacted overall efficiency and created a pressing need for a solution that could accurately evaluate these non-technical skills during the hiring process.

## THE SOLUTION

Canfor found an efficient solution to their safety and turnover challenges through TalentClick's Safety Quotient. TalentClick customized their reports to include organization-specific work values and custom role benchmark profiles. This tool provided them with in-depth insights into candidates' safety strengths and potential risks. TalentClick assessments also shed light on candidates' behavioral tendencies, motivations, and work disposition. Given their vast network of mills across North America, Canfor found these assessments particularly useful for sifting through large pools of applicants and **pinpointing the most suitable hires**. In areas where the applicant pool was limited, the insights from the reports were instrumental in managing and mitigating risks associated with new hires, thereby significantly improving their hiring process and overall workplace safety.

*"Game changing in the way we trained trades. I don't think anything else made as much of a difference. Even if someone had a less than ideal score, we asked ourselves 'Is this a behavior I can manage?'"*



**MICHAEL PALMER**  
FORMER DIRECTOR,  
TALENT ACQUISITION  
CANFOR

## THE RESULTS

Canfor has assessed over 5,400 potential hires using TalentClick, which has made a crucial difference in managing a highly transient workforce, especially in locations where the applicant pool quality was low. The assessments helped differentiate between poor-fit applicants and those who could potentially be suitable hires. This has helped **reduce new hire turnover in these locations from 40% to less than 10%**.

"When challenged with a shallow hiring pool, it really helped us find the cream of the crop. Our whole recruiting team all said the same thing. Over time, we get a better view of what the best-fit candidates look like. **We have a lot of trust in this tool.**"



HIGHER FIT SCORE

**3X**

MORE LIKELY TO  
PASS 3 MONTH  
PROBATION



HIGHER FIT SCORE  
= SAFER WORKER



REDUCED 90 DAY  
TURNOVER

In Locations with  
Candidate Shortages:  
**REDUCED NEW  
HIRE TURNOVER  
BY**

**30%**