

How

Trendsetter Homes Reduced Sales Team Attrition by 92%



CHALLENGE

As an emerging company within the home development industry, Trendsetter Homes (TH) recognized a need to amplify its hiring efforts to match its increasing influx of business.

Though with low levels of residing HR staff and a growing sense of urgency, Trendsetter Homes' leaders contracted a third-party staffing agency to fulfill their workforce needs. Their hopes were that with the support of an external agency, TH would be able to more quickly meet its most pressing HR goal: hiring competitive candidates for open roles across its sales teams. Although as time yielded on, TH's external staffing agency could not fulfill their urgent needs.

As a result of their partnership, Trendsetter Homes not only failed to meet its skill-based employment goal but was plagued with a new set of talent acquisition challenges:

1. Lengthy Hiring Cycle:

Averaging 3-4 months in length to fill a single role.

2. Low Candidate Engagement:

Due to the 2.5-hour-long assessment, TH's previous staffing agency dispersed to applicants.

3. Excessive Employee Churn:

Fueled by misaligned hires sourced from a dwindled and disengaged hiring pool.



SOLUTION

Trendsetter Homes' disappointment with their previous staffing agency motivated them to seek external human resource support elsewhere.

One positive of this prior, negative experience was that TH leaders now saw talent assessments as an invaluable, non-negotiable pre-hiring tool when hiring for skill-based roles. After an intensive search, Trendsetter Homes Human Resources Director, **Phil Coakley**, chose Bryq over industry competitors as his company's next talent assessment provider. Bryq's data-backed talent acquisition tools, alongside Bryq's "high-level, advisor-like team" proved to be a comprehensive solution to Trendsetter Homes' hiring needs.



TIME-SAVING-INTEGRATIONS

Prior to Bryq, hiring for open roles at Trendsetter Homes was a subjective, time-consuming and manual task.

One that relied on staffing agency associates conducting preliminary phone interviews to dictate which candidates are assessed and later invited to final talent pools. This multi-step process has since been automated and streamlined by Bryq, thanks to its ability to integrate with Trendsetter Homes' applicant tracking system (ATS). Now, when Trendsetter Homes hires for new roles, a Bryq talent assessment is automatically dispersed to all of those who apply, saving the company time while increasing objectivity.

CANDIDATE EXPERIENCE

Before partnering with Bryq, Trendsetter Homes previously employed a 2.5 hour assessment. As a result, candidate engagement would drop dramatically from the get-go.

With a less than 30% assessment completion rate, this poor candidate experience caused Trendsetter Homes to routinely miss out on top talent. This drastically changed upon implementing the Bryq talent assessment into Trendsetter Homes' talent acquisition process. With a standard assessment duration of 20 minutes, Bryq's interactive, chatbot-style talent assessment takes a fraction of the time for candidates to complete. Trendsetter Homes' hiring managers saw an immediate increase in not only the size of their final talent pool but in overall candidate engagement as well.



With Bryq, Trendsetter Homes has been able to achieve its primary objective: hiring competitive candidates for open roles across its sales teams.

This success is attributed to a handful of the Bryq Assessment's customization features, with the most impactful being the **Sales & Customer Service** Bryq Indicator. With this feature, TH's hiring managers have the ability to screen for candidates who demonstrate a natural inclination toward sales and customer service. As a result, Trendsetter Homes saw its quality of hire increase due to the Bryq assessment's ability to screen for this job-specific skill, as the average time dedicated to hiring for sales roles drastically decreased.



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“It's amazing to see how much of a better fit, and just how much of a better candidate we have been able to get” said Coakley when speaking about how Bryq has helped the company reach its sales team hiring goals. Prior to partnering with Bryq, Trendsetter Homes saw on average a 200% attrition rate across sales teams. In the year's time that Trendsetter Homes has incorporated Bryq, this number has dropped to a mere 16%. While hiring competent candidates for open sales positions was Trendsetter Homes' primary HR goal prior to working with Bryq, the positive outcomes of the partnership don't stop there. Attrition rates for Superintendent positions have also substantially fallen. The company's yearly attrition average for this role is now just 12%.

Such steep drops in attrition rates can be attributed to Trendsetter Homes' use of the Bryq Assessment and the Bryq Custom Indicator: Sales & Customer Service. This combination has allowed the company to sift through seas of applicants, and solely focus on candidates who possess cognitive abilities and characteristics that make them a competent fit for open roles. Coakley spoke to the impact these features have made when he mentioned:

“we've gone up 15-20% percentage points in quality-of-hire after implementation of the Bryq assessment alone.”

Coakley spoke on other aspects of Bryq's influence at Trendsetter Homes when reporting that **“Bryq has dramatically reduced the workload”** associated with skill-based hiring and talent acquisition as a whole. In one case, Trendsetter Homes used Bryq to rehire for an Office Manager position they had filled with their previous assessment provider but had since become vacant. It took Trendsetter Homes' previously contracted staffing agency nearly 4 months to present viable candidates for the role. But with Bryq, hiring managers were conducting interviews in just 10 days.

Results at-a-glance

What Trendsetter Homes Is Achieving with Bryq

Reduced Time-To-Hire For Office Manager Roles

Before



3-4 Months
Time-To-Interview

After



10 days
Time-To-Interview

Increased Quality of Hire Nearly 20% Increase In Quality Of Hire



+20%
Quality Of Hire

Reduced Employee Churn Attrition Rate Across Sales Teams

Before



200%

After



16%

Positive Candidate Experience Assessment Completion Rate Previous Vs Bryq

Previous
Assessment



<30%
Completion Rate

Bryq
Assessment



84%
Completion Rate

Bryq



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