

Case Study

Sheetz Realistic Job Preview

Sheetz Inc. is one of the fastest growing, family-owned convenience stores in the world, with more than \$4B in sales, 350 locations across six states, and 12,000+ employees.

Client Strategy

Based on experiencing an average 49% turnover in personnel at its store locations, Sheetz desired to build a process that would improve its recruiting and retention practices and proactively reduce attrition by creating a more efficient and effective application process.

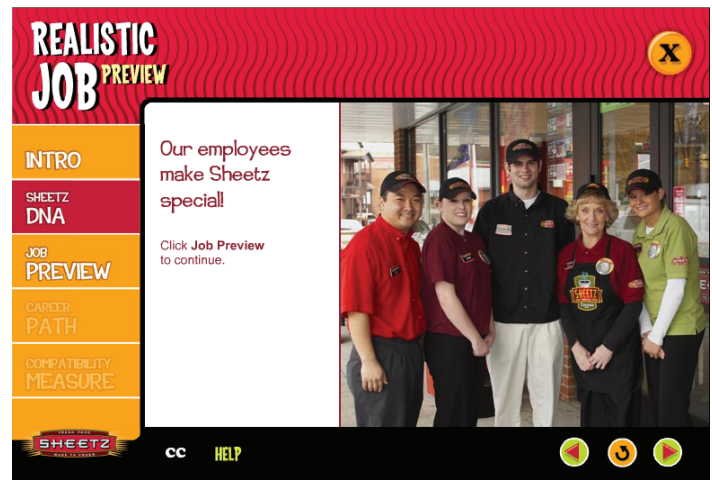
The Star Performance™ Solution

Five Star created an interactive web-based Realistic Job Preview that is available on Sheetz.com. The Realistic Job Preview provides applicants with a true understanding of job requirements, dress and appearance codes, and pre-employment screening processes. It concludes with an online compatibility instrument to help potential applicants determine if the job is right for them before they begin the next step: the application process.

Results

By presenting a realistic look at employment with Sheetz and sharing company policies and standards up front, prospective employees self-select out of the hiring process prior to submitting an application. This saves the applicant time and Sheetz the expense of high applicant traffic. Overall turnover was reduced by 2% in the first year with a total savings of \$350,000 in manager time alone for an ROI of 500% of project cost.

The Realistic Job Preview was presented as a Case Study at the International American Society of Training and Development conference and is featured in an upcoming book entitled *Rethinking Retention in Good Times and Bad*, by Dick Finnegan.



Relationship to the Five Key Drivers of High Performance™



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The Sheetz project addressed four (4) of the Five Key Drivers of High Performance™.

- Skilled and Motivated Workforce**
Only pre-qualified candidates proceed to the application process.
- Integrated Talent Management System**
The program outlines career path opportunities to prospective candidates.
- Continuous Improvement**
Sheetz' entire recruiting process was streamlined.
- Enabling Technologies**
The Realistic Job Preview is hosted on sheetz.com and replaced the paper-based application process.