



CLIENT PROFILE



WORLD TRAVEL HOLDINGS

Executive Sponsor: Marilyn McCawley

Role: Director of Talent Management

Industry: Travel

Uses Assessment For: Pre-Qualifying Potential Travel Sales Hires

“Utilizing Logi-Serve not only makes hiring sense, it makes brand sense and financial sense, too.”



CLIENT FINANCIAL SAVINGS

World Travel Holdings Saves Using Audio Interview Tool

With so many candidates to consider, World Travel Holdings, the nation’s largest cruise agency and an award-winning leisure travel company, uses the Logi-Serve assessment together with its new integrated audio interview module to more accurately and efficiently evaluate Travel Sales Professional candidates. Marilyn McCawley, Director of Talent Management at World Travel Holdings, says, *“We wanted to ask all of these candidates questions, and hear their responses, but it just didn’t make sense to schedule full-fledged interviews for all of them, especially considering that many would be easily screened out after just a few responses.”*

To gain this efficiency, World Travel Holdings utilizes the Audio Interview tool, a Logi-Serve add-on that automates the interview process. Upon completion of the assessment, candidates call a toll-free number and are prompted to answer a series of basic questions. Their responses are recorded and can be reviewed by World Travel Holdings’ recruiting staff at their convenience. *“With the Audio Interview Tool,”* Marilyn explains, *“we can efficiently conduct screening interviews without the need to schedule or staff actual interview sessions. Adopting this tool instantaneously makes my staff more productive and gives us important data we can use to narrow our pool of candidates.”*

What does Marilyn see as the cost savings? *“In the past year alone, we estimate that we have saved over 1,500 hours of recruiting staff time through the effective use of the Audio Interview tool. Our cost savings were calculated to be well over \$78,000 per year!”*



Automated Interview Screening saves client

\$78,000

in recruiter costs per year



CLIENT BRAND BENEFITS

World Travel Holdings Saves Recruiting Costs by Enhancing Brand!

Having a positive, well-articulated employer brand is crucial for attracting the best candidates. World Travel Holdings found that using Logi-Serve’s engaging assessment also enhances their employer brand, leading to savings they never anticipated by inserting an assessment into their screening process. Marilyn McCawley says of Logi-Serve, *“We knew we’d get tremendous insights into which candidates will perform best in the job, but we are thrilled to discover that candidates enjoy the experience so much, it provides a ‘Net Promoter’-type effect.”* Surveys indicate that 92% of World Travel Holdings’ candidates find the assessment engaging, and a further 89% have such a positive experience they are willing to refer job-seeking friends to World Travel Holdings. Marilyn explains, *“We quantified the impact of the positive candidate experience and estimate that it generates as many as 14,000 additional candidates to our process per year, translating into a costs savings of up to \$27,000 over acquiring those candidates through traditional channels. Utilizing Logi-Serve not only makes hiring sense, it makes brand sense and financial sense, too.”*

92%
Find the assessment engaging



Enhances Brand & Lowers Recruiting Cost



89%
Would recommend position to others



Promo effect: engaging assessment = more (+) candidates

