Case Study:
Intercontinental Hotels Group (IHG)

DeGarmo's FIT Tools Enable Hotelier to Improve Employee Skills & Reduce Turnover

Headquarters: Denham, Buckinghamshire, England, UK

Industry: Hospitality

InterContinental Hotels Group (IHG) is one of the world's leading hotel companies and has a broad portfolio of preferred hotel brands with 710,000+ guest rooms across over 4,800 hotels in nearly 100 countries. IHG operates nine hotel brands: InterContinental®, Crowne Plaza®, Hotel Indigo®, Holiday Inn®, Holiday Inn Express®, Staybridge Suites®, Candlewood Suites®, EVEN™ Hotels and HUALUXE® Hotels and Resorts.

IHG's strategy is to build the hotel industry's strongest operating system focused on the biggest markets and segments where scale really counts, which includes advertising and marketing campaigns, 11 global call centres, 13 local language websites, a global sales team of more than 17,600 professionals, IHG® Rewards Club—the world's largest hotel loyalty structure with over 84 million members. IHG's strategic priority surrounds improving the performance of its brands and using insight to make its brands the first choice for guests while delivering consistent customer experiences, as well as strengthening the organization by investing in people and ability to do business and building strong partnerships within the company and with owners across the world.

The Challenge

According to IHG representatives, the organization had very low unemployment and was struggling with both retention of current employees and hiring new employees who matched the culture. "DeGarmo offered tools that allowed us to determine a candidates "fit" with our roles and our cultures prior to offering a position. We saw a marked reduction in new hire turnover when we began using DeGarmo products which lowered our hiring costs, our training costs, and improved the level of service we could offer our customers" said Brent Anderson, Global Recruiting Manager.

Assessment Strategy & Key Differentiators

DeGarmo recommended a combination of **work tolerance** and **simulation** assessments to measure person-job fit and screen core work skills. Candidates complete a work tolerance assessment as well as simulations designed to measure essential work skills.

The DeGarmo assessment platform is one of the most dynamic and sophisticated candidate profiling systems on the market. Through the use of an innovative competency weighting system, the system can evaluate an applicant's alignment with critical requirements for any job.

IHG® InterContinental Hotels Group

"DeGarmo also took away much of the guess work and put science instead of intuition behind our hiring decisions."

Brent Anderson
Global Recruiting Manager

Profile Build

The design of any well-constructed and legally-defensible talent assessment solution begins with a job analysis-based profile build. DeGarmo's platform offers customization driven by subject matter experts (SMEs) who independently rate the importance of key job behaviors to successful job performance. DeGarmo's process is designed to understand the drivers of success (and failure) at the behavioral level, based on actual job requirements.

DeGarmo worked with IHG to ensure all products were being utilized to the best of their ability throughout the business relationship. As noted by Anderson, "DeGarmo worked with us every step of the way and were constantly communicating with us regarding product tool utilization and product upgrades."

Assessment Impact

IHG has experienced great success with the DeGarmo platform. According to Anderson, "We saw clear reduction in turnover and increased performance. Also, it validated to our employees that we had legitimate screening tools which added satisfaction to the job as our employees knew not just anyone could work for IHG." IHG has found the products proven to be effective for addressing the needs of the business with reduced turnover and improved new hire skills.

> ***"Our experience with DeGarmo has been nothing but positive. Over the past 9 plus years they have been a valuable partner to help us hire the best possible candidates for our roles. They are a pleasure to work with and are truly invested in delivering the best results to their clients."***

DeGarmo and IHG worked together to implement an intelligent and efficient talent assessment system, through which IHG has enjoyed a significant return on its investment in DeGarmo's platform. As Brent Anderson noted, "They helped us lower our costs and improve our results and I don't think you can ask for more than that with any business partner."

What is DeGarmo?

DeGarmo is a recruitment, assessment and consulting organization that has provided services globally for more than 20 years. DeGarmo helps organizations identify the best talent in less time through recruitment optimization, superior assessments, and predictive analytics. Our solutions provide the talent intelligence you need to make better selection decisions, support effective coaching, and drive the development of your people.

With talent insights from DeGarmo, you can more effectively build talent pipelines and support the long-term growth of your business.