

THE PREDICTIVE INDEX CASE STUDY



Town Shoes Limited

THE CLIENT

Town Shoes Limited is Canada's largest branded footwear retailer, with 200 locations across the country. Founded 64 years ago, Town Shoes Limited began as a family owned shoe store and since then has grown to be a publically owned corporation comprised of five different brands; Town Shoes, The Shoe Company, Shoe Warehouse, Sterling and Canadian DSW stores. With exponential growth, Town Shoes is one of the most well known shoe retailers in Canada.

THE OPPORTUNITY

When Vice President of Human Resources, Kelly Davis joined Town Shoes in 2013, she was one Human Resource Professional responsible for managing 100 retail shoe stores across Canada. She was accountable for not only building a Human Resources team from scratch but also, supporting the HR needs of the nationwide stores. During this time Kelly noticed several issues that were holding Town Shoes back from ultimate success. She noted that they were experiencing store manager turnover of 47%, while the retail industry average was only 21%. She also became aware that the stores were suffering from a lack of culture and engagement.

THE SOLUTION

To address these issues, Kelly decided that she needed a way to determine if Town Shoes was putting the right people in the right roles. If she could determine the key factor that was leading to turnover, she could take precautionary steps towards preventing it and thus increase retention rates. Kelly implemented the Predictive Index assessment for all candidates applying to Town Shoes, from front line to senior management positions. Since implementing PI, Town Shoes has been able to create better "fits" for placing people into their positions and decrease turnover by 20% in just three years. They have also immensely strengthened their culture and engagement levels throughout the company.

“ *I can't recommend the PI tool enough but more importantly the PI team for helping us to keep it alive every day.* ”

Kelly Davis | Vice President, Human Resources

town shoes
for the love of shoes

After implementing the PI system, Town Shoes decreased store manager turnover by 20% in only three years