

town shoes

Creating Better Fits and Reducing Turnover by **20%**



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 publicly 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 Senior Vice President of Human Resources, Loss Prevention & Customer Service, Kelly Davis joined Town Shoes in 2013, she led a small team of Human Resource Professionals that were responsible for managing 200 retail shoe stores across Canada. Her team was accountable for not only building a Human Resources department 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 Behavioural Assessment™, by Certified Partner Predictive Success for all candidates applying to Town Shoes, from front line to senior management positions. Since implementing the PI Behavioural Assessment™, 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.

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

“ I cannot recommend the PI Behavioural Assessment™, by Certified Partner Predictive Success, enough. But, more importantly the Predictive Success team for helping us to keep it alive every day. ”

Kelly Davis, Senior Vice President,
Human Resources, Loss Prevention
& Customer Service