DSW
DESIGNER SHOE WAREHOUSE®

predictive ❚❚❚ success®

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

THE CLIENT

Designer Shoe Warehouse is Canada's largest branded footwear retailer, with thousands of shoes in over 500 stores nationwide. Founded 64 years ago, Designer Shoe Warehouse began as a family owned shoe store and since then has grown to be a publicly owned corporation. With exponential growth, Designer Shoe Warehouse 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 (now retired) joined Designer Shoe Warehouse 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 Designer Shoe Warehouse 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 DSW 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, from front line to senior management positions. Since implementing the PI Behavioural Assessment™, Designer Shoe Warehouse 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, Designer Shoe Warehouse 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 (Retired)