

BUSINESS OUTCOMES - CASE STUDY

Increased Employee Efficiency by 50% and Growth in online Revenue by 20% using The Predictive Index with Vasanti Cosmetics

The Company

Founded in 1998 as one of the pioneers of South Asian beauty, Vasanti Cosmetics began as a story of sisterhood. Driven by the lack of representation in the beauty industry, Vasanti Cosmetics launched their first three products over 20 years ago with inclusivity in mind from the start. They quickly became a coveted Canadian beauty brand that deliver high quality skincare and makeup products for all skin tones, types, and ages. With products in over 200 retail stores across Canada and a new focus on their digital presence, Vasanti Cosmetics continues to stand out among the ever-growing beauty and skincare industry.

INDUSTRY

Construction

EMPLOYEES

<50

GLASSDOOR RATING

3.6

CHALLENGES

After seeing brick and mortar sales drop by more than 60%, Pinki Gosal, President and Co-Founder of Vasanti Cosmetics saw a reason to reevaluate her team and business, which opened her eyes to a need for more reliance on sales in the digital space. Using the results of the teams Behavioural Assessments, Pinki strategized her team and was able to play to the strengths of each employee, knowing who to give more or less to given the added stressors the pandemic brought with it. Implementing The Predictive Index saved Pinki time from going through resumes, training, and finding the right fit - **ultimately resulting in an improvement in employee efficiency of more than 50%.**

SOLUTIONS

Upon seeing the need for more reliance on the digital marketplace, Vasanti Cosmetics upped their online presence and used the Predictive Index (PI) System® delivered by Predictive Success to build an entire marketing team with expertise in online retail and marketing. Re-strategizing the team with the Predictive Index (PI) System® delivered by Predictive Success **helped the business grow online by more than 20%.** The Predictive Index allowed her to be more reliant on online business moving forward. Above all, Pinki credits the Predictive Index (PI) System® delivered by Predictive Success for **helping to take any biases of race, gender, or age out of the recruitment process.** As a tool for review, senior leadership at Vasanti Cosmetics use the Predictive Index to check in with managers, which has helped in building a more structured and stronger way of communicating with staff of all levels, increase revenue for the business, and allowed Vasanti Cosmetics to thrive in a saturated digital marketplace.

 **50%**
increase in employee efficiency

 **20%**
growth in online revenue

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I am proud to say using The Predictive Index helps us to take away any biases of race, gender, or age out of our recruitment process.



Pinki Gosal, Co-Founder
Vasanti Cosmetics

