

CASE STUDY



Sheraton
Portsmouth Harborside
HOTEL



Cangrade Helps Reduce Employee Turnover for Sheraton Portsmouth Harborside Hotel

Hotel uses Cangrade's solution for predicting employee success to ensure good hires



Key Challenges

- High employee turnover resulting from poor professional and cultural fit
- Heavy burden on company's HR and administration as well as high cost of hiring
- Customer complains and dissatisfaction

Solution

- Cangrade pre-screens all applicants prior to phone screen and job interview
- Cangrade ranks all candidates based on their personality fit and other criteria
- Cangrade enables easy candidate sourcing, management and communication

Results

- Dramatically reduced employee turnover
- Reduced the burden on the hiring team by streamlining the process
- Improved customer satisfaction

BOSTON — June 2, 2014 — [Cangrade](#) today announced that Sheraton Portsmouth Harborside Hotel in Portsmouth, NH has significantly reduced its employee turnover using the Cangrade [Candidate Assessment Platform](#) (CAP), a cloud-based, predictive analytics software platform for automating the hiring process and predicting employee success. The hotel is one of three managed by Northern Hospitality that are using Cangrade. The other two hotels are the Crown Plaza Boston in Newton, MA, and the

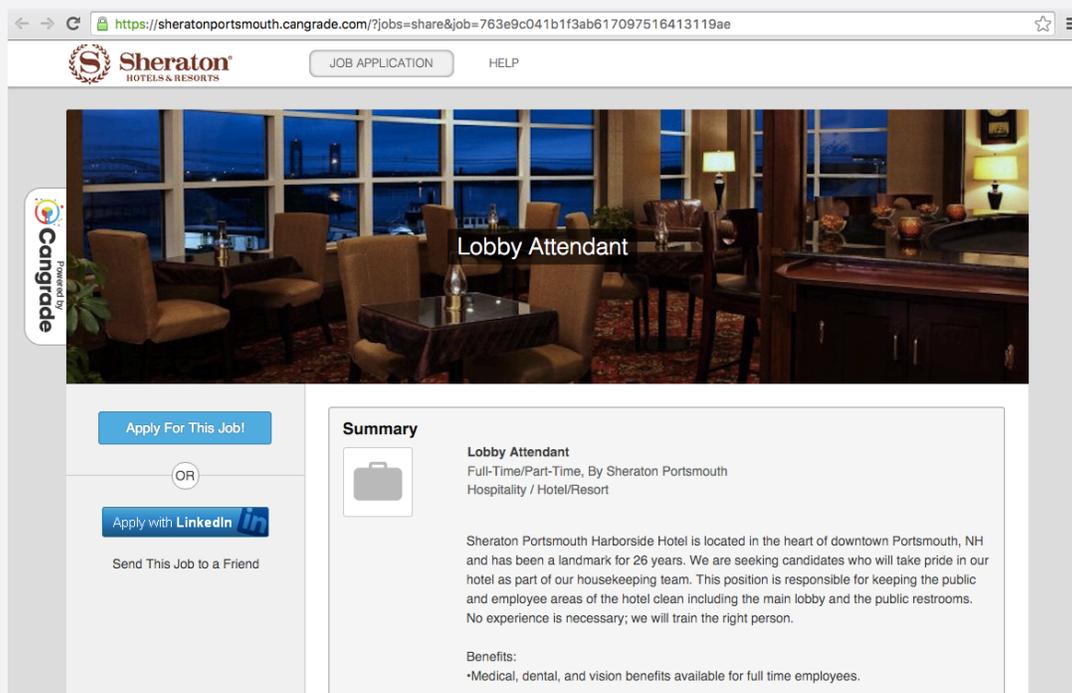
The screenshot displays the Cangrade Candidate Assessment Platform interface. The browser address bar shows the URL: <https://sheratonportsmouth.cangrade.com/#!candidates@job=9b955fb9d0cd0f42ded0dc584191ad34@view=1>. The page header includes the Sheraton Hotels & Resorts logo, navigation tabs for JOBS, PEOPLE, and ASSESSMENTS, and the user name Gershon Goren. The main content area is titled "Candidates (Total: 13)" and features a search bar and a "Send Message to All" button. A sidebar on the left contains "Add Candidates", "DISPLAY OPTIONS:" (Active Candidates Only, All Candidates, By Tag, Select Status), and "JOB: Banquet Manager" (CLOSED) with options for "Accept New Candidates" and "Workflow & Schedule". The main table lists candidates with columns for NAME, JOB, APPLIED ON, STATUS, CANGRADE, SKILLS, and RANK.

<input type="checkbox"/>	NAME	JOB	APPLIED ON	STATUS	CANGRADE	SKILLS	RANK
<input type="checkbox"/>	Kelsey French	Banquet Manager	01/22/2015	REVIEW	96	N/A	N/A
<input type="checkbox"/>	Amolia Croteau	Banquet Manager	01/24/2015	REVIEW	70	N/A	N/A
<input type="checkbox"/>	Katie Copeland	Banquet Manager	01/28/2015	READY	69	N/A	N/A
<input type="checkbox"/>	Elizabeth Chick	Banquet Manager	01/22/2015	REVIEW	65	N/A	N/A
<input type="checkbox"/>	Lauren Hannon	Banquet Manager	01/28/2015	READY	57	N/A	N/A
<input type="checkbox"/>	Dwight Hurlburt	Banquet Manager	01/26/2015	PHONE INTERVIEW	49	N/A	N/A
<input type="checkbox"/>	Kim Clauson	Banquet Manager	01/28/2015	READY	46	N/A	N/A
<input type="checkbox"/>	Elizabeth Fabale	Banquet Manager	01/23/2015	READY	13	N/A	N/A

Hilton Garden Inn Riverwatch in Auburn, ME

“Employee turnover is typical in the hospitality industry and we have had high turnover in the food and beverage and guest services positions in particular,” said Celeste Smith, Director of Employee Experience at Sheraton Portsmouth Harborside Hotel. **“The hotel had a 25-30% turnover rate, and after I arrived in July 2013, we lost 4 people in guest services in 2 months. However, the people we have hired since implementing the Cangrade Candidate Assessment Platform in October 2013 are still with the company.”**

Prior to implementing Cangrade, Sheraton used an employee recruitment module offered by a popular human resources and payroll services provider. However, as Smith explained, “It was not as extensive as Cangrade and not particularly helpful.”



The screenshot shows a web browser displaying a job application page. The browser's address bar shows the URL: <https://sheratonportsmouth.cangrade.com/?jobs=share&job=763e9c041b1f3ab617097516413119ae>. The page features the Sheraton Hotels & Resorts logo and navigation links for "JOB APPLICATION" and "HELP". The main content area displays a photograph of a hotel lobby with the text "Lobby Attendant" overlaid. To the left of the photo is a vertical logo for "Powered by Cangrade". Below the photo are several buttons: "Apply For This Job!", "OR", "Apply with LinkedIn", and "Send This Job to a Friend". On the right side, there is a "Summary" section with a brief description of the job: "Lobby Attendant, Full-Time/Part-Time, By Sheraton Portsmouth, Hospitality / Hotel/Resort". The summary text describes the hotel's location and the responsibilities of the position, noting that no experience is necessary and that training will be provided. A "Benefits" section lists "Medical, dental, and vision benefits available for full time employees."

Sheraton Portsmouth uses the Cangrade Candidate Assessment Platform for posting and filling all jobs, even management positions. When the hotel posts a position on Cangrade, it is cross-posted with Indeed.com. The hotel utilizes the URL of the position listing on Cangrade when posting on Craig's List. Smith receives a summary from Cangrade each day on who has applied for a position.

“Cangrade has worked out great and made my life so much easier,” said Smith. **“Getting people who are a cultural fit is important. We need to get a sense of how well they'll work with co-workers and, more importantly, with guests and how they'll contribute to the guest experience.”**

Sheraton Portsmouth would like to also assess how much current employees enjoy their job and is now working with Cangrade to develop a survey that will measure employees' level of engagement with their jobs and the company. The hotel plans to conduct this survey every six months to see how employees are doing.

The Cangrade Candidate Assessment Platform combines rigorous predictive analytics with an easy-to-use Applicant Tracking System and measures both hard and soft skills to fully evaluate a candidate. Using millions of real world data points it has spent several years researching, Cangrade automatically grades every candidate and accurately [predicts future job performance](#) , helping to reduce employee training time and turnover. [Cangrade has proven](#) that employers can decrease the chances of a bad hire by up to 83% and reduce hiring costs by up to 90%.