

Retailer Uses WPP Integrity Test to Help Reduce Disciplinary Problem

Challenge

A leading retailer based in the Southeastern U.S. wanted to reduce the impact of counterproductive work behaviors such as absenteeism, tardiness, theft, and time-wasting amongst its retail sales associates.

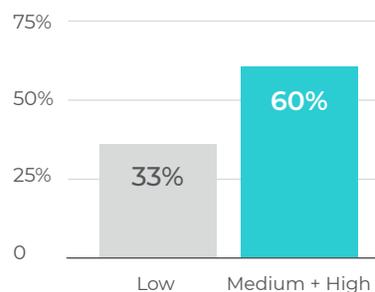
Solution

The company administered the Workplace Productivity Profile (WPP) to a group of its existing sales associates. The employees' test scores were then compared to performance rankings for discipline assigned by Store Managers. Managers based the discipline scores on factors such as punctuality, attendance, trustworthiness, rule adherence, and work ethic. The employees' discipline scores were then compared to their overall WPP scores (High, Medium, Low), and to the four individual trait scores on the WPP: Conscientiousness, Perseverance, Integrity/Honesty and Attitudes Towards Theft.

Results

Overall WPP scores were positively correlated (.23) with the performance rankings in discipline. Of the employees who received passing scores on the WPP (High or Medium overall rankings), 60% were rated as good or excellent in discipline by their managers. Of those who received low ratings on the WPP, only 33% received good or excellent discipline ratings. Some of the individual trait scores were even stronger predictors of discipline, as Conscientiousness scores and Integrity/Honesty scores were correlated .41 and .45, respectively with discipline ratings, as detailed in the chart to the right.

Percentage of High Performers in Discipline by WPP Score



Employees who passed the WPP were 58% more likely to receive a Good or Excellent discipline rating

Based on the results of this local concurrent validity study, the company decided to incorporate the WPP into its employee selection process for sales associates at all retail locations.

Correlations Between WPP Trait Scores and Managerial Rankings in Discipline

N=28

Conscientiousness	Perseverance	Integrity/Honesty	Attitudes Towards Theft
.41	.18	.45	.14

INDUSTRY

Retail

OBJECTIVE

Reduce Counterproductive Work Behaviors

SOLUTION

WPP

Workplace Productivity Profile

RESULTS

Better Productivity and Discipline

The WPP helped the company dramatically reduce counterproductive work behaviors in its sales associates.