



# Queensboro Shirt Company

### Client-at-a-Glance

Founded in 1982 by college student Fred Meyers, The Queensboro Shirt Company has become the nation's leading source for high-quality, customized, embroidered apparel at affordable prices. With a four-piece minimum order, free embroidery, and a ten-year unconditional guarantee, Queensboro provides businesses, institutions, organizations, and individuals with a wide variety of custom-embroidered products. Queensboro's low minimum order, fast turn-around, and personalized service have fostered long-term relationships with many of America's best-known companies and organizations. Queensboro is headquartered in Wilmington, North Carolina.

### Company-Wide Morale Boost Attributed to Wonderlic Tests

Fred Meyers, founder of Queensboro Shirt Company, began using the Wonderlic Classic Cognitive Ability Test (WPT) to hire customer service representatives who handle custom orders and deal with questions and problems that arise on a daily basis. He was so pleased with the results of those initial hires that he began using the Wonderlic Classic Cognitive Ability Test for all employees, including managers, accountants, and the operators who run high-tech, computer-based embroidery machines.

Since he began using the Wonderlic Classic Cognitive Ability Test in hiring, he has seen a dramatic reduction in turnover. **"Before I started using the Wonderlic test, I didn't have a single employee who had been with me for more than three years," Meyers says.** "Today, I have several employees who have been with me for a decade."

"There's cost with turnover that people don't often talk about," Meyers says. "There's the psychological cost to morale in the workplace. When people see their co-workers coming and going like there's a revolving door, it's really bad for morale. Since I've been using the Wonderlic Classic Cognitive Ability Test in hiring, my employees see a workplace where people stay. That's so important."

Meyers credits the Wonderlic Classic Cognitive Ability Test with helping him find the best employees for the job.



"I'm a big fan of Wonderlic," Meyers says. "The main thing I've learned is that if a person doesn't have the basic skills to do the job, all the other things like a great attitude and a wonderful personality don't matter. Using the test eliminates that question for me. I'm not saying, 'This person seems right, but can they do the job?' Now I know for sure."

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Pinpoint potential.

# Wonderlic.

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