

Peoples Flower Shops

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Client-at-a-Glance

Peoples Flower Shops is a second-generation, family-owned, retail flower company that has been operating since 1944. It has 53 employees with eight shops across Albuquerque, New Mexico, as well as an order department and wholesale facility. Peoples Flower Shops offers one of the southwest's largest selections of beautiful fresh cut flowers, plants and unique containers.

Wonderlic Makes Substantial Difference in Florist's Hiring Process

As the general manager of Peoples Flower Shops, in Albuquerque, New Mexico, Bill Dow hires people who fit the company culture, and have the emotional skill set to succeed in their position. “Peoples Flower is a customer service centered business,” Dow says. “We aren't just dealing in flowers; we are dealing with people's emotions.”

When Dow hires customer service representatives and call center personnel, their emotional profile is critical. He uses the Wonderlic Comprehensive Personality Profile (CPP) to identify if candidates are sensitive, customer-centric, and task-oriented.

The Wonderlic Comprehensive Personality Profile describes a candidate's character in terms of job-related strengths and weaknesses including emotional intensity, intuition, sensitivity, assertiveness, and motivation. “When you talk to someone for 45 minutes they'll be on their best behavior. But once I read their profile I know what I need to be concerned about,” he says. The Wonderlic Comprehensive Personality Profile also verifies how much candidates

know about themselves. Results are used as constructive criticism of applicants. “The Wonderlic Comprehensive Personality Profile helps me address issues,” Dow explains. **“It allows me to be more open with them and helps us all communicate better.”**

In addition to hiring more qualified employees, the Wonderlic Comprehensive Personality Profile helped Dow reduce turnover by 25% in two years time. “Since implementing the Wonderlic Comprehensive Personality Profile we've become a lot pickier about who we hire. It's made a real difference.”

