



## Case Study

# Houdini Wholesale Gifts Builds a Long-Lasting Team with Excel Skills Tests for Employment



Houdini, Incorporated provides wholesale gift baskets to resellers and can be found in warehouse clubs, mass merchandisers, liquor purveyors, and specialty stores. While their baskets bring joy to recipients year-round, the holiday season is their busiest time. Their goal is to empower their retail partners to bring joy to their customers while building long-standing relationships that create a win-win for all business parties involved. A team of knowledgeable and organized customer service agents is needed to accomplish that goal.

## The Situation

After years of working with a now out-of-business skills testing company, the recruiting team at Houdini was excited to explore whether there were options for administering **customized hiring assessment tests**. While their previous testing provider had been somewhat helpful in recruiting seasonal and permanent agents, the inability to customize assessments to test for more advanced Excel skills hindered the team from getting the top-notch talent they needed when they needed it. This experience prompted them to search for more advanced [Excel skill tests for employment](#).

## The Solution

[eSkill's Talent Assessment Platform](#)<sup>™</sup> was the only hiring assessment test platform considered, thanks to a strong recommendation from another happy customer. The customizable Excel skills tests for employment were exactly what they needed to ensure their seasonal hires could perform to the needed level during the holidays. As a bonus, the skills tests were the perfect tool for strengthening their year-round team.



## Integration

With the help of an eSkill Dedicated Client Success Manager, Houdini's recruitment team implemented the eSkill Talent Assessment Platform™ for two purposes: seasonal recruiting and hiring long-term team members. Once the platform was in place, it was intuitive and easy to use, and it integrated seamlessly with their ATS: ADP.

## Results

eSkill's Microsoft® Excel skills tests for employment allowed Houdini's recruitment team to successfully select thirty people for seasonal work from a pool of 458 candidates. The easy-to-use reporting interface revealed a distinct and consistent trend: applicants who took the Excel skills tests for employment, for the large part, either scored 65 and below or 90 and above. Not only did this make it easy to screen a large number of applicants, but it informed expectations for the recruitment process.

For Houdini Incorporated, eSkill's customizable hiring assessment tests and intuitive user interface have been key to recruiting year-round employees who have stayed with the company longer, and seasonal recruitment has been a huge success.



*Cindy Esquivel, HR Recruiting Manager*

eSkill has been very efficient in testing our recruits, both for regular and seasonal hires. eSkill helped us gauge their skill level. We have also loved the great customer service from our eSkill CSM.



To learn how hiring assessment tests can help you spend time with better candidates and boost employee retention, [request a demo today](#).