

## Lowe's Hodes QTrac

### ASSESS

As one of the nation's largest home improvement retailers, Lowe's effective employer brand is essential to its efforts to be an employer of choice. Lowe's partnered with Bernard Hodes Group to build on its own employer brand and improve effectiveness of its sourcing, recruiting and retention processes.

### STRATEGIZE

Before making recommendations to maintain and improve key aspects of the brand to attract and retain top talent, Hodes needed a way to measure the home improvement giant's existing brand from the inside out. Lowe's needed solid metrics that did more than just highlight a segmented area of the employer branding and recruiting process – they needed numbers that told the Lowe's story.

### IMPLEMENT

The solution was Hodes QTrac, a ground-breaking survey and benchmarking tool that measures critical analytics like source of hire, recruiting process, employer brand and retention among employees. Hodes helped Lowe's develop and administer surveys to employees as they reached critical points in their employment with the company and kept Lowe's in the loop with monthly scorecards and reports to spot what was happening, when it was happening.

### MEASURE

The implementation has been a huge success. The metrics from Hodes QTrac identified touchstones in the recruiting process that could be developed to push the brand and pull in the talent. "The measurable outcome of the implementation of QTrac was the identification of issues within the recruiting department that resulted in a complete overhaul of Standard Operating Procedures," said Catherine Keown, Director of Recruiting for Lowe's Companies.

