

Prevue Case Study



About London Drugs.

London Drugs is a privately owned, Canadian chain of retail stores with over 80 locations across Western Canada. The company sells a wide range of products and services including electronics, computers, housewares, health and beauty products, prescription drugs and a host of other items. London Drugs was named one of Canada's best employers by Forbes Magazine in 2017 and 2018.

Why prevue.

As a constantly growing and thriving company, it's understandable that London Drugs already had a highly effective hiring process in place before we came along. This includes over thirty years of using an industrial psychologist to determine which management and senior leadership candidates were likely to be successful and grow within the company, as well as the use of standard entry level assessments. London Drugs were already on top of their game in the hiring process, doing more than most companies do to manage their employee retention. So why change anything? The answer is simple; the wish to reinforce an already strong system, giving it an even sturdier foundation than before.

Prevue's solution

London Drugs, for all their strengths, knew that even a strong pre-hire and pre-promotion system could be improved upon. With the desire to expand upon the more standard tools they were currently using, London Drugs wisely acknowledged the benefits of pre-employment testing for a more precise, cost-effective hiring system.

The use of Prevue allowed them to delve deeper into the personal and professional traits of external management employees - especially due to our customizable benchmarks - and to ensure they were promoting as efficiently as possible with internal staff. With the aim of keeping employees onboard for the long haul, encouraging career growth and longevity within their company, London Drugs began successfully using Prevue to pinpoint the traits necessary in management employees who would lead effectively, live the London Drugs brand, and be committed to building their career with the company long term.

"It's far easier to be proactive, putting great practices in place ahead of time, rather than having to find something in the moment when issues emerge."

We couldn't agree more. And for many years, thanks to our mutual understanding of efficient hiring and the importance of employee retention, London Drugs has enjoyed (and continues to enjoy) the reliability and effectiveness of the personal touch we offer in our pre-employment testing.

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The results.

Since the introduction of Prevue's pre-employment assessments into their hiring process, London Drugs have seen all of the benefits we aim to provide with our pre-employment assessments, including the following:

- Reduction in "wrong hires"
- Positive impact on **lowering staff turnover**
- Reduction in the costs of rehiring or retraining
- Higher ability to develop tailored career paths, keeping employees for the long haul
- Consistent, **concise results across the board**

Through the ability to use Prevue in order to customize benchmarks and determine exactly what they are seeking for in open positions, London Drugs have utilized the consistency we provide to ensure a continuously successful manner of hiring. Prevue has since become such an integral part of their hiring process that our company name has become a standard part of their vocabulary.

"Prevue has been a trusted partner with London Drugs for over 10 years. We rely on their extensive expertise, commitment to security and privacy, and their responsiveness to our needs as customers. That responsiveness is not something we experience only when needed; they are also very proactive in anticipating our needs in advance, which we deeply appreciate."

Liz McNally, Manager of Organizational Effectiveness