



Kronos Incorporated
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Collecting Satisfaction Data to Improve Products

Kronos Incorporated is a U.S.-based multi-national workforce management software and services company headquartered in Chelmsford, Massachusetts, United States, and employing 3,200 people.

Kronos is the global leader in workforce management solutions that enable organizations to control labor costs, minimize compliance risk, and improve workforce productivity. Tens of thousands of organizations in 60 countries - including more than half of the Fortune 1000® - use Kronos time and attendance, scheduling, absence management, HR and payroll, hiring, and labor analytics applications.

Kronos' Business Challenge

Kronos® provides a comprehensive suite of workforce management solutions to global customers in 60 countries. Its Hiring Solutions Group offers clients the Workforce Talent Acquisition™ platform - a powerful toolset for identifying and recruiting both hourly and salaried workers. Built on industry-leading selection science research, the solution minimizes subjectivity in the interview process and accurately predicts a candidate's potential to succeed in the open position.

Within that service offering, Kronos has developed a portfolio of next generation behavioral assessments - customized psychological tests designed to identify candidates with the specific character traits, attitudes, work ethic, and cognitive skills their client has requested. Initial outcomes have been positive; however, the company and select clients wanted longer-term analysis of candidate performance to validate the effectiveness of the behavioral tests - they wanted assessments of the assessments.

The WorldAPP Solution

WorldAPP recommended its Key Survey solution, a robust online survey toolset and application for obtaining valuable feedback from customers, employees, and other stakeholders. Key Survey delivers an intuitive, easy-to-use interface that let Kronos quickly design customer surveys, manage the data collection campaign, analyze responses, and share that information in real time with their clients.

Although WorldAPP licenses the software for on-premises hosting, like most clients, Kronos chose to access Key Survey through the company's cost-effective Software-as-a-Service (SaaS) business model. The nature of online surveys creates intermittent peak load demands between periods of minimal use. Rather than invest in and support the infrastructure to deliver those peak loads, Kronos subscribes to Key Survey for a reasonable monthly cost. WorldAPP owns, hosts, and maintains the application in a world class data center that ensures 99.9% system uptime and on-the-fly scalability.

John Klackner, a Kronos Project Manager within the Hiring Solutions Group identified the need for a more effective survey solution and recommended the Key Survey choice to senior management after evaluating leading products.

As I reviewed different solutions, Key Survey stood out for its ease of use," Klackner said. "The system is extremely flexible in how we can use it. And for a system with so many features and advanced functionality, Key Survey is very intuitive; I was productive within a few hours of setting up my account. When I did have questions - we design some very complex surveys - the WorldAPP support team was always available.

Still, intuitive, flexible, and powerful were minimum requirements for me. I needed a survey solution with tools to analyze the survey responses, and I needed to empower my clients with those metrics as well. Key Survey module provided everything I needed and more."

Key Survey Delivers Results

Over the 3 years that Kronos has used Key Survey, the Hiring Solutions Group has conducted close to 100 surveys and collected responses from thousands of participants. Data collected has confirmed the effectiveness of their behavioral testing technology, while also identifying improvements that could be made.

The system has improved Kronos' customer satisfaction rates. Prior to Key Survey, the marketing department used a slow, manual process to analyze and report survey results to clients. Now, after defining the analytics required, reporting is automated and accessible online in real time. Clients are granted self-service access to their reports, instead of waiting for Kronos staff to produce survey analytics.

Key Survey has also delivered hard-dollar return on investment. According to Klackner, "we have productivity gains from every user. Our staff can design and conduct new surveys - better, more advanced surveys - in less time. After the initial design phase, we never spend time any more producing reports. The intuitive interface is also popular with survey respondents who rarely consult the application's Help guides before quickly completing assessments and returning to their daily tasks. Our clients appreciate that."

