

# Major Coffee Distributor Reduces Turnover by 47% with Berke

*"We see enormous value in the people processes we've put forth. Berke has helped us enhance our distinction as a company, proving that we care about our people and our customers."*

*—Hatton Smith, President and CEO*

## The Challenge

Royal Cup Coffee is a premium importer, roaster and distributor of coffee with markets in the United States, Mexico and the Caribbean. The company prides itself on providing a unique personal touch and dedicated service to all of its customers, making the composition of its team an absolutely critical component to its success. The company believes "it takes the best people to deliver the best service."

"Without the right people, we're going nowhere," declares Hatton Smith, CEO of Royal Cup. **"The success of our business is absolutely dependent on making sure every person we hire can achieve our high standards and excel at what we are asking that individual to do.** We needed a partner to help us find the right people to protect our customer-centric focus and to help us hold on to these people, fostering the growth of our employees and our organization as a whole."

Berke responded to Royal Cup's challenge by reinventing how the company recruits, screens, and hires its top-flight people.

## The Berke Solution

Berke worked with the Royal Cup team to implement a **new selection system.** "This solution helps us distinguish ourselves as a company that cares about our people and our customers."

The foundation for a high-performing workforce begins with hiring candidates who are well-matched for their positions. Smith and his team use the Berke Assessment to evaluate candidates. **"The Berke Assessment puts us in touch with the real person we're dealing with.** This behavioral evaluation is a valuable tool in the selection process. You can determine if someone is a good fit for what you are asking that person to do. The Berke Assessment provides this feedback much faster, and with much greater detail, than the other assessment we were previously using. We take insight from the assessment and use it to dig deeper when interviewing a candidate."

After a manager has hired the right candidate for the job, it's critical that the new employee is on-boarded as quickly as possible. Smith states, "Because of our work with Berke, once the individual is hired, the hiring manager really owns that person's satisfaction with the job. The manager continues an ongoing process of job counseling and quarterly reviews to ensure the new employee's satisfaction. It's what really makes us unique."

"Berke provided us with solid, people-centered tools that are designed to do be executed efficiently. A manager spends more time with a new employee up-front, but the result is more time and money saved and less turnover in the long run," concludes Smith.

## Results

Hatton Smith sees Berke as a definitive factor in reducing Royal Cup's turnover, stating, "We save effort and time in the long run because we drastically reduce turnover and hold on to the resources we've hired." Other results include:

- **Turnover dropped by 47%** in key positions at Royal Cup Coffee, leading to a positive impact on revenue growth.
- Royal Cup Coffee **revamped its recruiting, hiring and screening programs**. By coupling this comprehensive selection system with the Berke Assessment, they now match the right person to the right job and retain their most important asset: their people.
- **New employees excel faster** at Royal Cup Coffee than they did before their work with Berke.
- Royal Cup Coffee maintains **excellence in employee satisfaction** through a range of employee development, empowerment and growth initiatives.
- **Managers take responsibility** for fostering the growth of their employees and, in turn, the growth of the company.

*"The success of our business is absolutely dependent on our people. Without the right people, we're going nowhere."*

– Hatton Smith  
President and CEO