

# CASE STUDY | Encore Companies

## A leading franchisee of Massage Envy



ENCORE

Companies

**Creating a streamlined and efficient organization consisting of top talent with PI's Learning Indicator™**

## Encore Companies

Encore Companies LLC is a premier Franchise Management firm, operating eight Massage Envy Spa locations and six European Wax Center locations in the Greater Phoenix Area and the Las Vegas Market. Encore Companies LLC continues to expand, now employing over 500 employees, with additional locations planned. They employ licensed massage therapists, estheticians and front desk associates (sales). A key component to their success is constant communication with the client, and the key driver to success in this market is a professional and affordable service. The executive team has deep experience with Fortune 500 brands in the franchising, consulting, finance and consumer services industries.

## Massage Envy Spa

Massage Envy Spa has been in the massage business since 2002 - longer than any other player in the industry - and now has over 1,000 franchised locations in 49 states. Massage Envy Spa has had the opportunity, through their 25,000 therapists and estheticians at each franchised location, to deliver more than 90 million massages and 4 million facials to more than 1.65 million members. Massage Envy Spa is the leading provider of therapeutic massage in the United States and is dedicated to providing professional and affordable therapeutic massage services to consumers with busy lifestyles at convenient times and locations. The company was recently named #1 best franchise by Forbes Magazine in its investment range and is a member of the International Franchise Association (IFA).

## Business Challenge

Encore Companies wanted to hire individuals who could learn quickly and get up-to-speed faster, without having to compromise on quality. In addition, the company wanted to create a streamlined and efficient organization ensuring professional and affordable massage therapy and spa services.

## Solution

Encore Companies decided to add a cognitive assessment tool to their comprehensive recruiting system with the intention to gather additional data points for front desk associates and manager applicants to conduct more qualified hires. To achieve this, Encore Companies implemented the PI Learning Indicator, a cognitive ability assessment that measures an individual's capacity to learn, adapt, and grasp new concepts in the workplace.

The PI Learning Indicator is now an integral part of the recruitment process for front desk associates and managers as the need for a high learning pace and an ability to handle complexity are essential in these roles. Prior to the introduction of the Learning Indicator as a component of the recruitment process, the average amount of time spent from entry to proficiency for front desk associates was 90 days.

## Results

After implementing the PI Learning Indicator, Encore Companies reduced the time from entry to proficiency for front desk associates from 90 days to 60 days. Encore Companies also credits the Learning Indicator with helping them identify candidates with a higher likelihood of success in their role.

General cognitive ability assessments like the PI Learning Indicator are among the very best predictors of training success and job performance across all job levels and industries. When cognitive ability is used as a key data point in talent decision-making, the odds are greatly improved for selecting individuals who can catch on quick, figure things out on their own, and are able to meet or exceed performance expectations sooner.

“By using the **PI Learning Indicator** as part of our comprehensive recruiting system, we have more qualified hires, and we have been able to make our onboarding process more efficient. Trainees are able to learn our point of sale system and achieve mastery of our sales process in less time.”

**Matt Robinson**, Chief Operating Officer



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