



Crystal  +  LHS

## STREAMLINING TALENT ACQUISITION EFFORTS ACROSS DIVERSE AND DISTRIBUTED TEAMS

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CASE STUDY: Sean Loboda, *Leaf Home Solutions*

## LEAF HOME SOLUTIONS

Leaf Home Solutions is a large multinational direct-to-consumer business, providing high-value solutions for safety and value in your home. The company's brands, LeafFilter, specializing in gutter guards, and Leaf Home Safety Solutions, specializing in walk-in tubs, showers, and stairlifts, collectively service 80+ geographical areas. Their direct-to-consumer model employs corporate employees and field sales and installation personnel to sell, deliver, and install Leaf Home Solutions' products.



Sean Loboda, Chief Human Resources Officer, is responsible for Leaf Home Solution's competitive hiring strategy and human resource objectives for employee satisfaction and retention. Loboda's team hires for professionals in the field and corporate roles. Given the diverse and distributed workforce, Loboda is always looking for technology-enabled solutions to bridge gaps between disparate teams.

## RECRUITING A HIGH-PERFORMING FIELD WORKFORCE

Given Leaf Home Solutions' various direct-to-consumer product lines, Loboda's talent acquisition team is responsible for hiring both professionals in the field and corporate roles. Loboda's field workforce specializes in the installation of Leaf Home Solutions' various products. Loboda's team hires with the objectives of retention, number of installations, and installation quality in mind. To validate a candidate's fit, Loboda's team uses Crystal Jobs to vet candidates in their funnel.

Using a systematic approach, Loboda uses Crystal's proprietary job analysis to pinpoint the role's ideal candidate type. Coupling this report with current employees' assessments, Loboda's team can rapidly identify strong candidates currently in their funnel. Leveraging this insight, the recruiting team can ask the right questions and validate if their hypotheses about individual candidates are correct. Doing so saves the team valuable time and resources in hiring the wrong candidate.

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*“Crystal enables us to ask the right questions, validate our assumptions, and hire the right candidates for the role.”*

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SEAN LOBODA

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## RECRUITING DYNAMIC CORPORATE CANDIDATES

Loboda’s team also uses Crystal Jobs with product development roles for accurate candidate evaluation across Leaf Home Solutions’ product hires. Knowing that a well-suited product development candidate would need to be highly creative while having considerable problem-solving skills, Loboda’s team uses the Crystal assessment tool to filter their application pool. Using Crystal’s Candidate Assessment, Loboda’s team can successfully segment their product development applicants, reducing their interviewing requirements by 50%.

Crystal’s Candidate Assessment also replaces the need for a second vetting interview in the hiring process, reducing their interviewing time by 66%. The time savings allow Loboda’s team to move qualified candidates through their funnel faster and hire the right candidates for their open roles.

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*“We’ve been able to accurately segment 50% of candidates upfront for job fit and reduce our interviewing time by 66% since introducing the Crystal Candidate Assessment into our recruiting funnel.”*

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SEAN LOBODA

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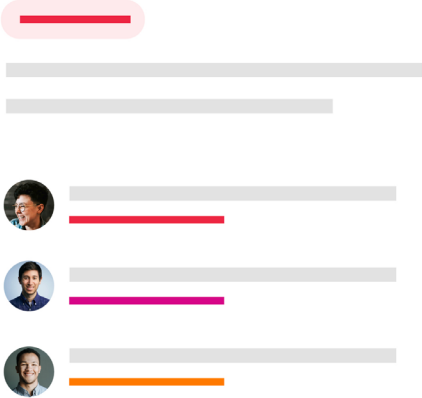
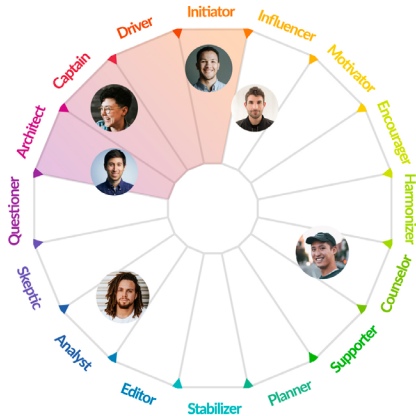
# IMPROVING EMPLOYEE SATISFACTION AND RETENTION

Loboda’s team knows that employee satisfaction and retention significantly impact the bottom line and ultimately affect future recruiting requirements. Because of this, Loboda’s team relies on Crystal’s Assessment and Playbook tools for team training and development. By arming his leadership teams with Crystal Assessments and Playbooks, they can better understand how individual team members interact and communicate.

With a highly distributed team of more than 80+ multinational branches, Loboda knows that enabling his team with communication and collaboration tools can unlock employee silos. Leveraging Crystal Playbooks, teams across the company get personalized guides to help them work better together. Playbooks allow managers to meet their team with the right communication style for every scenario, whether one-on-ones, kicking off projects, or providing feedback.

## Working with my Team

### ⊕ DISC Comparison



With Crystal, Sean Loboda's team at Leaf Home Solutions is better equipped than ever before to source, hire, and retain qualified talent. By reducing the tedious time previously spent in the pre-vetting process, Loboda's team spends more time connecting with the best match candidates. Once hired, team leads use Crystal to develop deeper relationships that drive the company's success.

The screenshot shows the Crystal AI interface for a user named Sean Loboda. At the top left is the Crystal logo and a search bar. Below the logo is a circular profile picture of Sean Loboda with an orange 'INITIATOR' tag. To the right of the profile picture, the name 'Sean Loboda' is displayed with a checkmark icon, followed by a summary: 'Sean tends to be enthusiastic, persuasive, and much more focused on the big picture than details or process.' Below this are three orange pill-shaped tags: 'CONFIDENT', 'PERSUASIVE', and 'SPONTANEOUS'. The main content area is divided into two sections. The first section is titled 'What comes naturally to Sean' with a person icon, and it contains four horizontal bars of varying lengths, each with a radio button on the right. The second section is titled 'What energizes Sean' with a lightning bolt icon, and it contains two horizontal bars of varying lengths, each with a radio button on the right. A sidebar on the left contains several orange circular icons and grey bars, representing a navigation menu.