



TRU-VIEW

REFERENCE PERSPECTIVE AND INSIGHT

360° APPLICANT PERSPECTIVE FOR BETTER HIRING DECISIONS



FINALLY, REFERENCE CHECKS WITH VALUE

"References" are a staple in employment background screening programs. Whether performed internally by HR departments, or fulfilled by third party screening companies, they have been the standard method for confirming previous employment, professional capabilities and personal character. The issue is this: As a result of litigation trends, traditional reference checks have become a drain on budgets and resources while returning ever-diminishing organizational value. Dates of employment and positions held don't provide much to go on!

To address this issue, Proforma Screening Solutions has teamed with HumanR to deliver the Tru-View Reference Management Solution. Tru-View elevates the perspective of reference checks by providing a 360° portrait of potential employees through web-based, applicant-driven assessments that are anonymously compiled into a single report. The result is informed and cost-effective hiring decisions.

TRU-VIEW REFERENCE PERSPECTIVE AND INSIGHT

DIMINISHING RETURNS

You pay good money to a vendor for reference checks. Or maybe you have a couple of dedicated HR staff members working the call center in-house. Or both. This has always been part of your due diligence process for on-boarding, but over recent years you seem to be getting less and less useful information.

You aren't alone. References in general — and employment references specifically — are providing little more than the bare-bones facts for fear of litigation. Thus, companies are spending good money and burdening internal staff and resources to check employment, personal and professional references for each applicant, while obtaining minimal feedback that will enable an informed hiring decision.

NEW VALUE PARADIGM

The Tru-View Reference Management Solution doesn't just provide reference checks through an updated process and newer technology. In order to improve the overall value of the reference checking process, Proforma sought out the expertise of a partner dedicated to leadership development, employee success indicator identification, and organizational feedback. HumanR delivers a proven solution and more than 30 years of experience, providing a fresh approach to an old problem.

Adding to Tru-View's value is the fact that each assessment can accomplish three areas of traditional reference checks simultaneously:

- Employment Verification
- Professional Reference Check
- Personal Reference Check

The paradigm shift is accomplished by combining a better system with a radically different approach. The Tru-View Reference Management Solution not only verifies previous positions and dates of employment, but it goes much deeper, evaluating areas critical for success. Each customizable question set establishes multiple evaluation areas within a specific job competency framework, such as:

- Specific skills
- Interpersonal relationship aptitude
- Manageability
- Cultural sensitivity

AN OBVIOUS CHOICE

Broken processes require innovative solutions. Tru-View redefines the value proposition associated with traditional reference checks by:

- Utilizing a proven web-based solution to seamlessly manage the entire process
- Combining three areas of traditional reference checks with holistic feedback in a single process
- Providing best-practice assessment question sets that can be custom-tailored to fit each client's needs
- Increasing reference participation by enhancing privacy through the aggregation of assessment results into anonymous average scores
- Shifting the fulfillment burden from internal HR staffs and third party service providers to the applicant
- Delivering real ROI through better organizational fit

Tru-View delivers a much greater level of meaningful decision-making information via a process that is easy to use and manage, while simultaneously saving money, freeing internal staff, and identifying better organizational fit, making Tru-View the obvious choice.



BETTER SYSTEM. BETTER RESULTS.

"As a Human Resource professional and business executive for over 25 years, I consider the True-view product a revolution in how reference checks should be done. It is a break through product for what has been known, until now, as an expensive, highly subjective and questionable hiring practice. Once you try Tru-View, you will never be satisfied with the old style of checking references."

— Mark Stavish, Ed. D., President and General Manager, Evergreen Partners and Former Executive Vice President of Human Resources for America Online ('96 - '02)