

Zapoint SkillsMapper™

Case Study: Zapoint & Hoovers



Zapoint SkillsMapper™

Creating an Employee-Driven Learning Environment

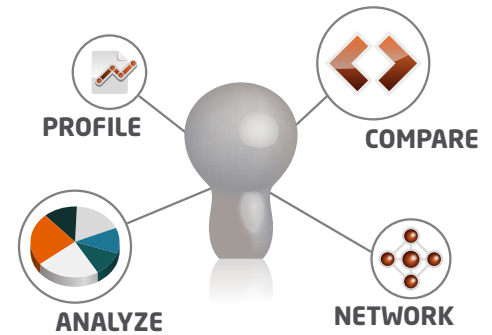
Hoover's, Inc. has a venerable reputation for providing comprehensive insight into the companies, industries and people that drive the economy. Its powerful information and research tools help businesses find and connect to the right people to get business done.

Its own people, however, needed more information from Hoover's. Acquired by D&B in 2003, Hoover's has gone through enormous changes due to a shifting business and technology landscape, as well as the current economic tumult. As true with most businesses in the Information Age, Hoover's leaders realized that their ability to attract, engage, and retain top talent was essential to the company's continued success. They recognized they needed to take proactive steps to drive employee loyalty, retention, and professional development.

As a result, Hoover's established the following objectives:

- Document the skills and level of those skills necessary to meet their current and near-term goals as a company
- Objectively document the current skills and talent in their organization
- Identify gaps in skills/talent
- Provide an objective and transparent method of tracking team members' professional growth and development
- Encourage team members to develop skills relevant to the current or future needs of the company
- Ensure that training and development dollars were spent in the most impactful places
- Allow team members to map their own professional development goals to internal or external demands – aligned with their own professional aspirations
- Create a more objective Talent Assessment method that result in better succession planning

Hoover's turned to Zapoint SkillsMapper, a unique career development tool that creates a system of record and engages an entire organization into the talent management process. Created by Boston-based Zapoint, Inc., SkillsMapper is a career management and succession planning system based on unique "talent profiles" created by employees. The graphical talent profiles clearly let employees see their next best career move and companies can benchmark and link employee skills organization-wide.



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Hoovers, Inc., a D&B Company, puts you on the fastest path to business.

We deliver comprehensive insight and analysis about the companies, industries, and people that drive the economy, along with the powerful tools to find and connect to the right people to get business done.

Website: www.hoovers.com

Location: 5800 Airport Blvd.
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“I am very familiar with a range of talent management systems and feel that SkillsMapper provides something very different,” said Robin Pfahler, vice president of human resources at Hoover’s corporate headquarters in Austin, Texas. “SkillsMapper builds more of a community and gives our employees more control of their careers, while at the same time providing us valuable information for succession planning.”

Pfahler indicated the Zapoint is helping Hoover’s transform their succession planning process into a more holistic process of “succession development.” Rather than a static planning process for executives, Hoover’s wants a more collaborative, employee-driven learning environment. With Zapoint, they can easily analyze skills sets across employee segments to determine potential gaps and build more focused learning opportunities, as well as guide more effective hiring.

Hoover’s is already experiencing a return on the investment in Zapoint with more motivated employees and more informed organizational planning, Pfahler added. Via the instant feedback on skills and learning gaps provided by SkillsMapper talent profiles, employees are beginning to take a more informed approach to their career decisions. Such an inclusive approach is helping management make better staffing decisions and involvement in the career development process.



About Us

Founded in March 2006, Zapoint has developed career and learning technology that lets companies build more effective partnerships between HR and employees. Headquartered in Cambridge, MA, Zapoint helps organizations engage, retain and develop their workforce to sustain their competitive advantage.

For more information, please visit www.zapoint.com

