



# CASE STUDY: KOPPERT BIOLOGICAL SYSTEMS INC.

When equipped with the right tool and system, any hiring challenge can be solved internally!

**"Being responsible for 90% of recruiting, AcuMax Index has helped us find candidates that are closer to our requirements and greatly enhanced our onboarding. Our turnover is non-existent."**

Susy Zubradt

Talent Acquisition & Development, Koppert



## BACKGROUND

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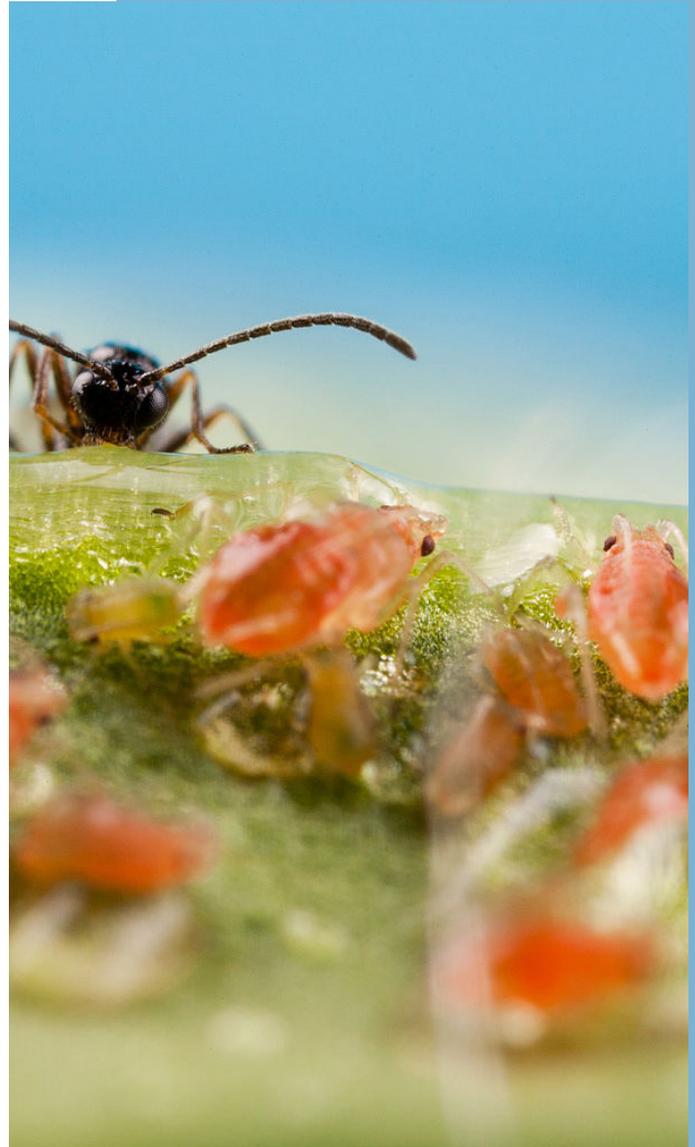
A market leader in biological crop protection and natural pollination, Koppert-solutions are successfully applied in more than 100 countries. Koppert's success story started in 1967 when Jan Koppert, a dedicated cucumber grower fought through what was seemingly an unwinnable battle as he attempted to optimize his crop and achieve the best results. Diseases and pests were controlled with chemicals, but the efficacy of the chemical crop protection decreased each year. Matters came to a head when Jan Koppert became allergic and ill as a result of these products. Jan applied himself for alternatives and immersed himself in the world of natural enemies. He was the first to introduce a natural enemy to combat spider mite infestation in his own nursery. The results and effects were so positive that Jan Koppert decided to produce this solution, not only for his own company, but to sell it to his fellow growers. Koppert Biological Systems was born.

## THE ISSUE

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**A steady influx of candidates hired by Koppert Biological Systems Inc. frequently did not match the wiring requirements of the job.**

Koppert Biological Systems Inc. was relying on an external recruiting firm to manage their recruiting process. The challenges Koppert employees are tasked to solve require a unique skillset and the type of person wired to understand the technical aspects of pest and disease control, boosting pollination and promoting plant growth. Possessing a keen awareness of the challenges faced by crop growers and expressing the confidence of a salesman while introducing the right solution is a dynamic skillset that is not easily discovered by hasty recruiting that is far removed from the essence of Koppert's mission.



# THE SOLUTION

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After doubling revenue every five years and experiencing record breaking sales, Rene Ruiter, a Global Director with Koppert Biological Systems and an avid user of AcuMax Index was curious about the upward trend in sales. Rene's curiosity was focused on understanding what was being done today to accomplish these feats that is different from past efforts. One contributing factor was the decision to bring the Recruiting function in-house. Susy Zubradt joined Koppert Biological Systems to lead their newly insourced Talent Acquisition & Development team and to this day, AcuMax Index has been woven into their entire recruiting and onboarding process.

"When we understand the wiring profile of a new employee, we can easily tailor an onboarding plan that is aligned with how they are motivated, how they learn and how they prefer information and feedback." This results in a seamless transition from being hired to becoming a successful driver of Koppert's mission. The business leaders are now closely connected to the recruiting function and candidates are consistently better matched with job requirements.

**SUSY'S EFFORTS, COMBINED WITH THE POWER OF ACUMAX INDEX, HAS EARNED ENOUGH TRUST FROM LEADERSHIP THAT ACUMAX IS CURRENTLY BEING USED TO RECRUIT THEIR TOP CORPORATE MANAGEMENT, DOMESTICALLY AND ABROAD.**

## THE BOTTOM LINE

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Jan Koppert, the founder of Koppert Biological Systems believed in a better solution than the chemicals that harmed him and so many other crop growers. Recruiting can also feel like an unwinnable battle that can only be solved by outsourcing the challenge to those who might seem more capable. With a great recruiter and the right tool and system, the solution can be created internally and part of your organization's DNA.

**FOR SUSY AND THE LEADERSHIP OF KOPPERT BIOLOGICAL SYSTEMS INC., ACUMAX INDEX IS THE RIGHT TOOL AND SYSTEM THAT WILL SUPPORT THEIR GROWTH ON A GLOBAL SCALE.**

For more information on how to solve your recruiting and onboarding challenges for your organization using the AcuMax Way, please visit [www.AcuMaxIndex.com](http://www.AcuMaxIndex.com) and select the Request Demo button.

