

## EMPLOYER SPOTLIGHT: SecurAlarm

**SecurAlarm**  
Commercial Security Experts

How a family business with an emphasis on serving internal and external clients is using JOFI<sup>®</sup> to improve quality of hire and retention.

### THE EMPLOYER

Founded in 1993 in Grand Rapids, Michigan, SecurAlarm is in the second generation of family ownership. Its 60 team members serve organizations with improved security measures.

### THE CHALLENGE: IMPROVE SELECTION PROCESS

SecurAlarm sought to hire candidates who not only fit their role, but possess the potential, drive, and passion for continued growth and service that aligns with the organization's culture and core beliefs.

### THE SOLUTION

After enrolling in HireReach<sup>1</sup> in the spring of 2021, SecurAlarm implemented an evidence-based selection process utilizing JOFI. During the first three quarters of 2023, SecurAlarm used JOFI to hire 16 external candidates.

### THE RESULTS

- Extended reach to a more diverse applicant group
- Hired team members from unique industries possessing potential over experience
- Fit individuals more strategically to their roles, leading to reduced employee turnover
- Streamlined hiring process through integration with applicant tracking system
- Expanded upon the expectations and requirements for open positions

<sup>1</sup>The integrated selection, career navigation and team-building technologies of JOFI power the evidence-based process promoted by HireReach, an initiative that West Michigan employers have been using to meet their talent demands since 2019. HireReach grew out of a 10-year collaboration of Trinity Health and Metrics Reporting Inc., the creator of JOFI, to redesign and optimize their hiring process. The success of this pilot created the framework for HireReach to extend the evidence-based process for other employers to emulate, with JOFI as a key component.

*"Aligning our candidates with not only the role, but our culture and core values ensures they are fit for the team. And if they have the qualities that will allow them to evolve and grow their impact within the organization, both parties imagine and get excited about a long-term and successful partnership. I think that's what keeps people around."*

— MELISSA BOCKHEIM  
Senior HR Generalist  
SecurAlarm

### CONTACT

James W. Guest  
JOFI Product Manager  
support@jofiscore.com

### jobfitscore.com

Data-driven accuracy in hiring, career navigation, and team building.

