

# CASE STUDY: STONEHOUSE MARKETING SERVICES

## Certified? . . . It Pays! Oklahoma's Career Readiness Certificate



### StoneHouse Marketing Services Norman, Oklahoma

StoneHouse is a leading producer of gift cards and other items for card-related markets. The company offers extensive capabilities in gift card personalization, affixing and packaging, health care and membership card mailing, and a wide variety of printed products to complement card offerings such as application forms, direct mail pieces, gift card display carriers and envelopes.

StoneHouse tackles the most complicated projects. Whether a company needs a million gift cards affixed to carriers, a difficult triple matching loyalty kit, or something no one has ever thought of before, StoneHouse is ready to run it.

#### Family-Owned Business

Since 1995, this family-owned manufacturing company has grown and diversified into a leading producer of gift cards, with a product line that suits the needs of all types of retailers. The company produces Teslin® laminated cards and keytags used in retail loyalty marketing programs.

Today, the goal is to become a one-stop shop for clients. StoneHouse offers many different card layouts and materials suited to the industries served. It produces millions of cards and keytags each week with fast turnaround times and competitive pricing.

#### Employees—100

#### Impact of Career Readiness Certificate

- Turnover has been reduced by at least 75 percent in the lamination and die-cutting department, reducing the training costs for replacements.
- Approximately 12 percent of employees have taken the WorkKeys assessments.

For more information about StoneHouse Marketing Services, please visit [www.stonehousemarketing.com](http://www.stonehousemarketing.com)

*Having the right employee with the right skills for the job is extremely important. Employees stay longer, like their job, are reliable, and have the "care factor."*

David Tucker, Chief Operating Officer  
StoneHouse Marketing Services

### The Challenge

StoneHouse Marketing Services has evolved during its 15 years. Beginning with four family members and seven employees, the company now employs more than 100 people. Production has also grown from 12,000 cards per day to 500,000.

Overall, there is low workforce turnover. However, the turnover rate is high with temporary employees who are often not suited for the manufacturing environment.

### The Career Readiness Certificate Resolution: Hiring the Right Person for the Right Job

Before WorkKeys, temps were exposed to all main departments one week at a time. That was when aptitude and interests were discovered. After three months, temps could then be considered for placement on the company payroll.

Now, to ensure the chemistry is right and for a better qualified workforce, all temps are required to go through the WorkKeys assessment process before making a job application. Using WorkKeys to prescreen applicants, the company can then drill down to aptitude and job placement.

Since the company is able to look for applicants who are mechanically inclined at the outset, temps are now becoming employees who stay with StoneHouse. That success has led to "upskilling" all employees within the company. StoneHouse has now profiled all positions using WorkKeys Job Profiling and is reaping positive results.

*This growing company started using WorkKeys as an assessment tool during the hiring process with a handful of people and is already seeing its impact.*

Chris Lange, Director of Quality Assurance  
StoneHouse Marketing Services

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The greatest benefit from the CRC is a more streamlined hiring process dovetailed with the low turnover rate. Increased productivity and employee retention reduce training costs. Because of the WorkKeys indicators, we can cherry pick who we want to hire.

**Chris Lange**  
Director of  
Quality  
Assurance



The WorkKeys assessment helped me with reading to follow the rules and prepare for the job interview. I am bi-lingual and help translate for employees who speak only Spanish. Working at StoneHouse is good not only for the job experience but for staying out of trouble and earning money.

**Alonzo Stephenson**  
Norman North High  
School Senior  
Part-Time Employee



The operator job is not just about pushing buttons to make it run. You're responsible for this \$250,000 machine! Operators use reading, math, and how to locate things. All areas of the WorkKeys assessment apply and bring operators up to a certain standard. We produce more. Since passing, I earn more respect with co-workers.

**Clint Sanders**  
Machine Operator



We started by profiling two positions. Because of those results, the linear nature of the manufacturing processes, and the "exotic" equipment used, we decided to use WorkKeys to profile all six positions—not only for new job applicants but also for current employees who now have a means to "upskill" within the company.

**David Tucker**  
Chief Operating Officer



## STONEHOUSE MARKETING SERVICES

### Targeted Occupations, Openings and Salaries

ENTRY LEVEL	Occupational Profiles				
	AVERAGE ANNUAL OPENINGS	AVERAGE WAGE	APPLIED MATHEMATICS	LOCATING INFORMATION	READING FOR INFORMATION
Digital Press Operator	12	\$9-10/hr.	3	4	3
Laser Printer Operator	12	\$9-10/hr.	3	4	4
Lamination and Die Cutter Operator	12	\$9-10/hr.	3	4	4
Affixing Machine Operator	12	\$9-10/hr.	3	3	3
Encoding/Printing/Labeling Machine Operator	12	\$9-10/hr.	3	4	4



career tech



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AND ECONOMIC DEVELOPMENT  
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