

Defense



Recruit and Retain Personnel While Optimizing Capabilities and Costs

Traditionally, militaries lack real-time quantifiable insight into what prospective recruits care about, and what existing service personnel need to decide to continue their Defense career long-term. Retention efforts are expensive, inefficient, and hit-or-miss.

TrueChoice gathers preferences through our applications — two-way dialogs with prospective recruits and service personnel —and delivers new insights, increasing retention and decreasing costs. With TrueChoice, Defense clients gain confidence that their offerings are part of a well-conceived plan customized to the needs of their personnel.

WITH THE TRUECHOICE APPLICATION, DEFENSE CLIENTS ARE ABLE TO:

- Encourage an open dialog that results in a deeper understanding of a prospective recruit's needs by disassembling their requirements and priorities
- Provide unique insight, data and analysis about rewards preferences – “how” and “why” service personnel make career decisions
- Increase personnel satisfaction and retention while decreasing costs

Our unique, interactive, customized Web-based applications make this possible. They connect with service personnel, one-on-one, in a user-friendly, engaging two-way dialog. They uncover insight about individual personnel preferences and the tradeoffs they make when weighing various retention needs and objectives.

Powered by over 460 patented algorithms, TrueChoice insights are generated through a powerful “real time” business intelligence, predictive modeling and analytics platform. The platform allows data analysis in aggregate, within customized, pre-defined segments or at an individual customer level.

Our insights can be combined with your CRM system, business intelligence platforms or any other point of integration. Once more, our application is offered as a “software as a service” so there is no hardware to buy or software to maintain.

TrueChoice applications are facilitated through any Web-enabled PC, tablet, smartphone or kiosk or with the guidance of an advisor.