

HIRE.DEVELOP.PERFORM.

CASE STUDY

Reducing 90 Day Attrition for a Telecommunications Firm

DID YOU KNOW?

CC Audition® is a web-based call center simulation that allows job candidates to “play the part” of being a front-line call center agent before they are hired.

Background

A major wireline telecommunications firm with 9 centers based in North America is seeking to reduce 0 to 90 day attrition and establish a performance baseline for new hires.

Key metrics that drive performance include average handle time, sales, and first call resolution. Front-line agents, depending on their call types, are evaluated against these metrics.

FurstPerson delivered a 39% improvement in 0 to 90 day retention.

Solution

FurstPerson analyzed the job family and job success requirements by working with the organizations human resources and training groups.

Based on these requirements, an assessment solution was developed and reviewed. The assessment solution included a behavioral based interview (CC Screen) that was designed to be conducted via the phone prior to the job candidate visiting the center. Once the candidate reached the center, they completed FurstPerson’s CC Audition® call center simulation.

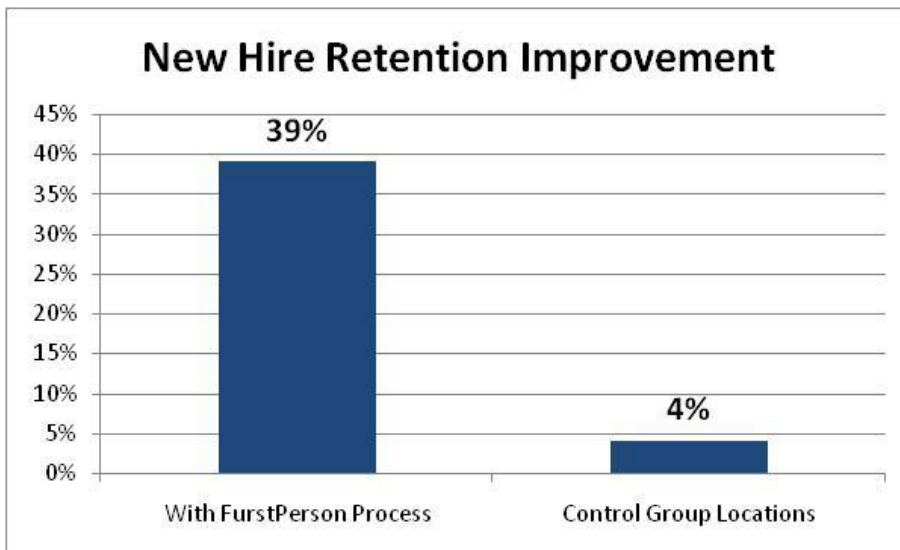
The solution was piloted in two locations before being launched in five inbound centers. A control group was created using the remaining four centers as a way to determine the net impact FurstPerson’s solution would have on 0 to 90 day retention.

DID YOU KNOW?

FurstPerson has extensive experience working with telecommunications firms.

Results

During the project, the client realized a 39% improvement in 0 to 90 day retention compared to a 4% improvement for the control group locations. The client saved \$4,600 per person in reduced turnover for a 162 percent return on investment based on retention improvement only.



In addition, FurstPerson conducted a validation study and found that the assessments were predicting the key metrics of average handle time, first call resolution, and sales. Candidates who scored better on the assessments had better call control, better first call resolution, and better sales.

In summary, the use of pre-hire assessments helped this wireline firm create an objective hiring process anchored by key competencies that drive successful job performance.

About FurstPerson

What we do:

- Develop and operate web-based pre-hire, employee selection assessments that help contact centre organisations hire and develop the right employees.

Our experience:

- Thirteen years of research and implementation experience working with all major call types including customer care, sales, collections, win back, and technical support.
- Implemented our solutions in over 250 labor markets in the United States, Canada, UK, the Philippines, and Latin America.
- Significant industry experience in telecommunications, insurance, outsourcing, financial services, retail, travel, and business services industries.
- Home agent hiring since 2002.
- Average client is a multi-site, multi-call type organization with complex hiring workflow models and job profiles.
- Developed award-winning assessments featuring interactive simulations.

Differentiators:

- Predictive assessments with demonstrated bottom line results ranging from:
 - Improved new hire performance (up to 40%)
 - Reduced turnover (up to 70%)
 - ROI – \$1 invested yields \$10 to \$20 in return
 - Lower recruiting expense
- Hiring solutions based on empirical research supported by ongoing job and validation analysis.
- Customized solutions leveraging our extensive contact centre hiring expertise and industry leading assessment solutions.

To learn more about FurstPerson, please visit our website at www.furstperson.com or email us at info@furstperson.com or call us at 888-626-3412.

