

HIRE.DEVELOP.PERFORM.

WHITEPAPER

The Science of Hiring the Right Telecom Employee

DID YOU KNOW?

100+ million: The number of telecommunications customers supported by agents screened by FurstPerson assessments

Six Steps to Successful Telecom Agent Hiring

Acquiring and keeping customers are key success factors in the telecommunications industry. It's a buyer's market and consumers are taking advantage of the opportunity. People are eager to switch companies to save a few dollars, get the newest technology, or to escape poor service. Price wars are driving down cost, but a company's long-term success will depend on more than offering the lowest price. Some companies have adopted a scientific approach to help them hire contact center representatives who are persuasive and will establish an emotional bond with customers. The net result is more activations and more satisfied customers. This practice article briefly describes how FurstPerson helps companies hire these extraordinary telecommunications agents.

Hiring great people requires a company to find those applicants who are the best fit for their jobs, operating environment, goals and culture.

The data-based and results-centric approach of FurstPerson is outlined in the following six steps:

Step 1: Take time to understand the operating environment and its requirements. The lessons learned represent the context in which the jobs will operate. Jobs do not operate in a vacuum, so it is essential to understand the operating conditions, drivers, and inhibitors.

Step 2: Conduct a review of all agent jobs, their goals, and how they impact the company's success. The information will tell the story of what it takes to be successful as a telecommunications agent.

Step 3: Identify psychometric assessments to measure the qualities it takes to be successful as an agent. These assessments should have a history of empirical validation and should measure competencies required by service, sales, technical support, and collections jobs.

DID YOU KNOW?

100+: The number of global telecommunication contact centers using FurstPerson assessments

Step 4: Conduct an empirical study that will use data to connect the dots between the agent's personality, skills, and abilities and key success factors in all of the jobs in the operating environment. The empirical study helps ensure the results are specific to the company, not just a generic model of what works at most companies.

Step 5: Draw conclusions about the personal characteristics that distinguish success from failure. It's this company-specific information that will become a competitive differentiator.

Step 6: Create a business review schedule to evaluate the performance of the solution against your goals and key business drivers every 12 to 18 months. It is critical to ensure that assessments and business strategy remain inextricably linked.

DID YOU KNOW?

43: The number of empirical research studies FurstPerson has conducted in the telecommunications space

The Results of a Scientific Approach

The value of FurstPerson's approach is exemplified by the following telecommunications results:

- 1.4M more first calls resolved & 246K hours fewer AHT per year at large wireless provider.
- 15% growth in revenue-per-hour produced by telecommunications sales at large outsourcer.
- 20% increase in CPH for care and technical support at major communications client.
- 14% increase in account activation ratio at major communications client.
- 46% reduction in 0-90 day attrition across a large wireless provider.
- 39% reduction in 0-90 day turnover at major wire line provider – 162% ROI.
- 18% reduction in 0-90 day turnover across 11 centers for large communications client.

FurstPerson's business is built on unwavering commitment to creating contact center solutions that drive lasting success. The notion of one-size-fits-all solutions neutralizes the competitive advantage companies can gain through their hiring processes. Hiring great people requires a company to find those applicants who are the best fit for their jobs, operating environment, goals, and culture. Solving the puzzle requires data-based research, not intuition or assumptions based on what worked at a competitor. Hiring extraordinary telecommunications agents requires deep industry expertise, leading assessments, and a commitment to consultative, data-driven processes.

DID YOU KNOW?

21%: The percent of US Fortune 500 telecommunications companies that trust FurstPerson to help with their contact centre hiring needs.

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.

