

HIRE.DEVELOP.PERFORM.

CASE STUDY

Predicting Sales Results for New Activation Calls

DID YOU KNOW?

CC AIMS® combines the big five personality factors and John Holland's work on interest factors that predict occupational success and retention.

Background

Outsourcing firm that handles incoming calls from new residents to more than 32 cities across the United States with the goal of providing a one stop shop for new residents to establish phone, pay for TV, and utility services. From an operations standpoint, the goal is to convert the calls into new subscribers, or activations, with the appropriate partner.

The outsourcing firm partners or has partnered with AT&T, Embarq, Time Warner, DISH Network, DirectTV, Qwest, Comcast, Cox, Earthlink, and Charter Communications.

The organization is expanding into a new call center and is interested in modeling performance to determine the quality of the labor pool.

Test takers who passed FurstPerson's CC AIMS® assessment outperformed those that did not with a 14% improvement in conversions.

Solution

FurstPerson conducted a job analysis study identifying the critical competencies required for successful sales performance.

As part of the assessment solution, FurstPerson suggested CC AIMS assessment. CC AIMS measures work attitudes, or a combination of job fit and job personality.

FurstPerson then worked with the outsourcing firm to determine which performance metrics are most important to their business. FurstPerson conducted a validation analysis to determine if candidate scores on CC AIMS assessment predict job performance on the key performance metrics.

DID YOU KNOW?

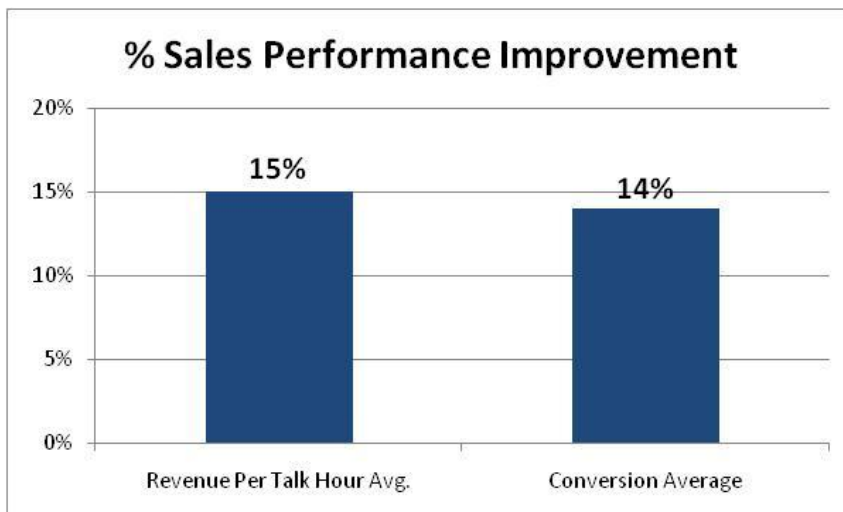
CC AIMS® is a web-based, 100 question assessment that takes most candidates between 10 and 15 minutes to complete.

Results

The validation analysis demonstrated that test takers who passed the CC AIMS assessment outperformed those who failed the assessment.

As the chart below shows, test takers who passed the assessment had 15% better revenue per talk hour average and 14% better conversion averages.

By implementing pre-hire assessments that are based on job analysis research linking assessments to key competencies, this organization is able to objectively evaluate potential agents against performance models that drive their profit and revenue.



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.

