

HIRE.DEVELOP.PERFORM.

CASE STUDY

Predicting Service, Sales,
and Claims Retention in
the Insurance Industry

DID YOU KNOW?

Simulations or work sample assessments, like CC Audition®, help provide an interactive and automated candidate experience.

Background

A multi-site insurance organization with Service, Sales, and Claims inbound call types wanted to improve the front-line agent hiring process. Several specific goals were highlighted during the needs analysis:

- Better evaluate job candidates prior to hire for performance potential across all three job families;
- Reduce new hire attrition by hiring candidates with the greatest potential for long-term job success;
- Improve the candidate experience through an automated hiring process;
- Develop a best in class, data-driven hiring model in line with key contact center performance goals.

The firm used a third-party consultant with a PhD in Industrial Organizational Psychology to conduct a request for proposal involving several pre-hire assessment firms. After comparing these firms, FurstPerson was selected.

FurstPerson's assessment process yielded a 40% improvement in days on the job.

Solution

FurstPerson conducted a job analysis examining the critical competencies required for success in the insurance company's Service, Sales, and Claims positions.

Next, using the job analysis results and the client's business goals, FurstPerson recommended three assessments to be used in the pre-hire candidate evaluation process- AutoScreen® PLUS, CC AIMS, and CC Audition®. From there,

FurstPerson conducted a validation study linking candidate assessment scores to performance metrics and turnover/retention data. The validation study results were used to calibrate a scoring model on the assessments specifically for the client's Sales, Service, and Claims positions.

In addition, the hiring process was entirely web-based and integrated with a third-party applicant tracking system.

DID YOU KNOW?

FurstPerson has conducted extensive job analysis and validation studies for insurance organizations to determine the critical abilities, skills and behaviors that drive successful job performance for service, sales, and claims call types.

Results

Based on the client-specific scoring model, FurstPerson was able to demonstrate that the three recommended assessments did improve new hire retention and days on the job. In addition new hire overall performance improved by 4%. The chart below illustrates the new hire retention improvement.



In summary, the client was able to improve the candidate experience by deploying a web-based, automated hiring process that resulted in a more accurate hiring decision. The job analysis and validation analysis provided the right foundation to create a specific scoring model for the client that delivered critical results.

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.

