

HIRE.DEVELOP.PERFORM.

# CASE STUDY

Delivering ROI Your CFO Will  
Love: How one contact  
center organization is  
creating financial value

## DID YOU KNOW?

In general, candidates who score higher on CC Audition® are 20 to 60 seconds faster per call while maintaining call quality.

## Background

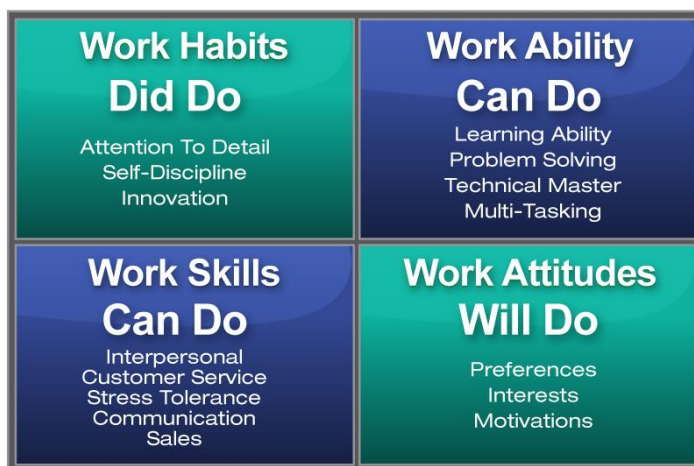
- A major telecommunications provider with multiple job families / call types sought to increase the technical sophistication (both software and empirically based models) of its hiring process. They set the following goals:
  - Flexible hiring workflows that allow the individual sites to meet their hiring workflow models;
  - The ability to manage significant scale since the firm experiences very large candidate interest and volume across multiple centers;
  - Improve the predictive power of the assessments with specific focus on the following metrics
    - Performance of assessments on key call metrics
    - Assessments' ability to predict early-stage attrition
    - How well tools predicted discipline (policy and procedures) data
- Provide a more realistic preview of contact center environment to interested job candidates via the use of CC Audition® simulation.
- The ability to brand the hiring solution to meet the firm's employment marketing needs;
- Ability to leverage the same assessment tools to create unique scoring models per job.

The ROI using FurstPerson's assessments amounted to \$11,129 per hire.

## Solution

FurstPerson partnered with the organization to perform the following actions:

1. Conducted a client specific job analysis to understand the key success factors that drive job performance for this organization
  - Conducted 30 focus groups across all job families and a representative sample of geographies
  - 200 subject matter experts (SMEs) completed a survey and ranked 50 unique contact center specific competencies
  - FurstPerson utilized its four quadrant model to categorize the competencies into what **did** a candidate do, what **can** they do, and what **will** they do:



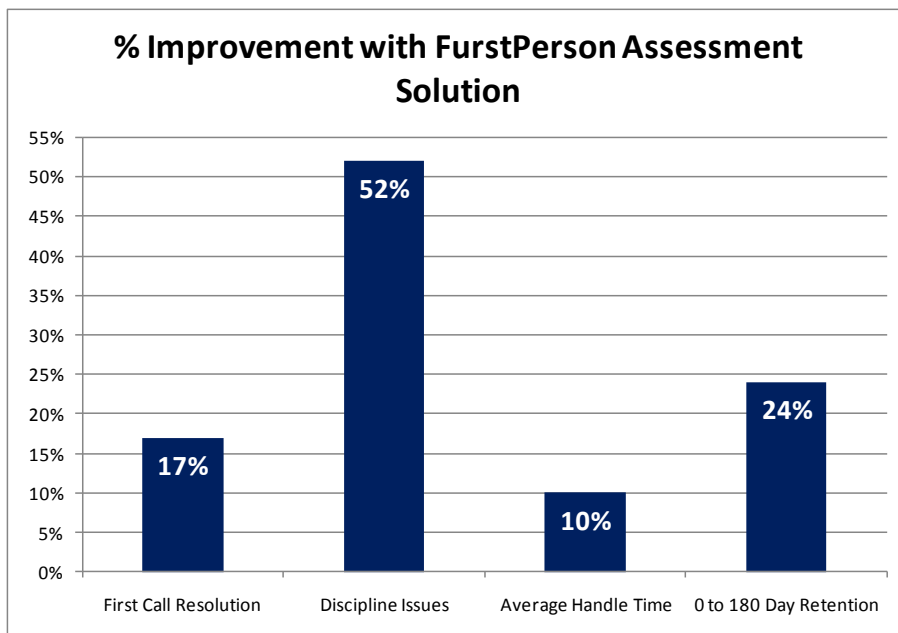
2. Based on the job analysis findings, FurstPerson then selected assessments that provided the optimal assessment battery to evaluate the job candidates against the hiring profiles:
  - CC AIMS – measures work attitudes
  - AutoScreen® PLUS – measures work habits
  - CC Audition® - simulation that measures work attitudes and work skills
3. Once the assessments were determined, a preliminary validation study was conducted. Using a group of current employees made up of high, average, and low performers, FurstPerson analyzed the relationship between assessment scores and critical job performance metrics. The validation study projected the following:

- Decrease in policy and procedure issues
- Decrease in Average Handle Time
- Increase in First Call Resolution
- \$8.1 million return on investment

At this point, the assessment solution was put into production using the scoring models that were validated in the study.

## Results

After one year of the assessments being used in production to screen candidates, FurstPerson conducted a formal business review to gauge the impact of the assessment solution compared to the validation forecast. The one-year impact included the following results:



Based on these results, the net financial gain to this organization is \$68.9 million which equates to \$11,129 per hire.

## 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](http://www.furstperson.com) or email us at [info@furstperson.com](mailto:info@furstperson.com) or call us at 888-626-3412.

