

HIRE.DEVELOP.PERFORM.

# CASE STUDY

Predicting Home Agent Job  
Performance Through Better  
Candidate Selection

## DID YOU KNOW?

CC Audition® Home Agent version was named a 2008 Product of the Year by *Customer Interactive Solutions*.

## Background

A major outsourcer with a significant home agent workforce wanted to have a more accurate predictor of potential performance and retention for evaluating home agent job candidates. The firm primarily has inbound customer care and sales positions. They set the following goals:

- Flexible hiring workflows that allow the firm to meet unique client needs;
- The ability to manage significant scale since the firm experiences very large candidate interest and volume;
- Integration with performance management and HRIS systems;
- The ability to brand the hiring solution to meet the firm's employment marketing needs;
- Best of breed assessment content that allows the job candidate to experience an interactive, positive assessment experience while providing the organization with a predictive, validated hiring model.

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**Candidates who passed the FurstPerson assessments improved job performance by at least 10% on average.**  
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## Solution

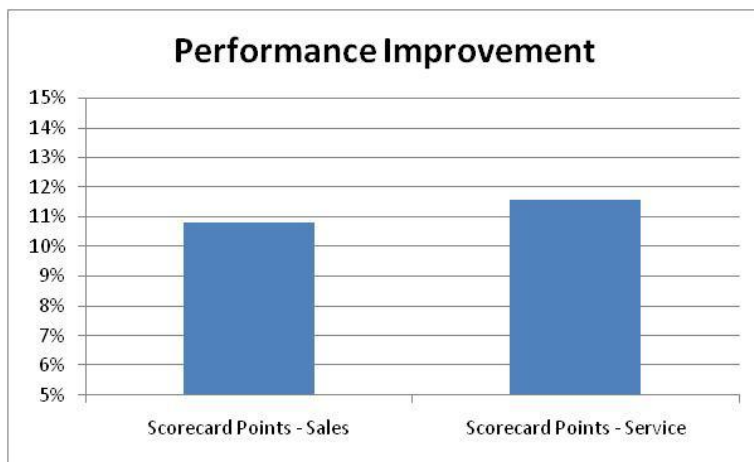
FurstPerson and the client identified key performance metrics for both job families, Care and Sales. FurstPerson conducted a job analysis examining the critical competencies required for success in both job families. Based on the job analysis and the goals outlined above, FurstPerson recommended CC AIMS and CC Audition® assessment tools.

## DID YOU KNOW?

FurstPerson's Hire@home solution was named a Best of Show winner at the 2007 Call Center Demo show in Dallas.

## Results

Based on the client-specific scoring model, FurstPerson was able to demonstrate that the recommended assessments did improve new hire job performance. On average, performance improved by at least 10% across a variety of performance metrics. The chart below provides a summary of the improvement.



	CARE	SALES
Schedule Adherence	↑	↑
Quality Assurance	↑	Not Rated
Average Talk Time	↓	↓
Close Percentage	Not Rated	↑
Supervisor Ratings	↑	↑

In summary, the client was able to accomplish the following goals:

- Create flexible hiring workflows that allowed each candidate to be matched against their best fit position.
- Benefit from FurstPerson's web-based assessment system which is able to manage the candidate volume and scale. FurstPerson provides service level guarantees to the client around system performance.
- Integration with performance management and HRIS systems making it easy to track candidates from one system.
- Implement a branded solution that reinforced the client's employment marketing efforts.
- Assessment content (CC AIMS® and CC Audition®) that predicted job performance across both job families which created a strong return on investment for the organization.

## 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.

