

HIRE.DEVELOP.PERFORM.

CASE STUDY

Home Agent Hiring: Predicting Sales Performance

DID YOU KNOW?

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

Background

A contact center organization operating a significant work at home program (3,000 plus agents) is searching for a better way to qualify job candidates for a *new* home agent sales job family. In this position, representatives are using web chat to drive sales revenue while maintaining customer satisfaction. As customers browse the web site, contact center sales representatives chat with them with the goal of converting them to a revenue opportunity. The sales program is for two consumer focused technology products.

FurstPerson was able to demonstrate a 46% increase in revenue per chat by quickly configuring the hiring solution to accommodate a new job family.

Solution

Utilizing FurstPerson's broad call center assessment portfolio and consulting expertise, FurstPerson was able to move rapidly to adjust the hiring profile for the new sales program. The organization was already using FurstPerson's Hire@Home assessment solution. FurstPerson reviewed the new job family and implemented the 1stSolve assessment which is a work ability assessment that focuses on verbal, math, logic, and reasoning skills and ability. FurstPerson and the client organization conducted a validation study comparing job performance to assessment scores on the Hire@Home solution with 1stSolve.

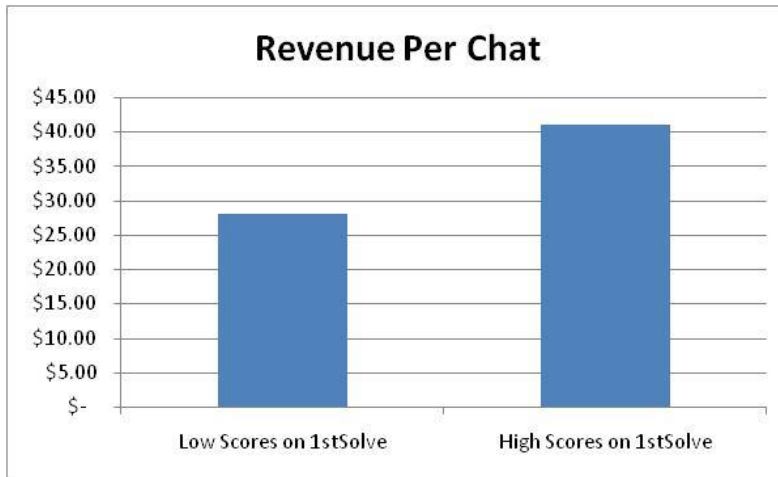
DID YOU KNOW?

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

Results

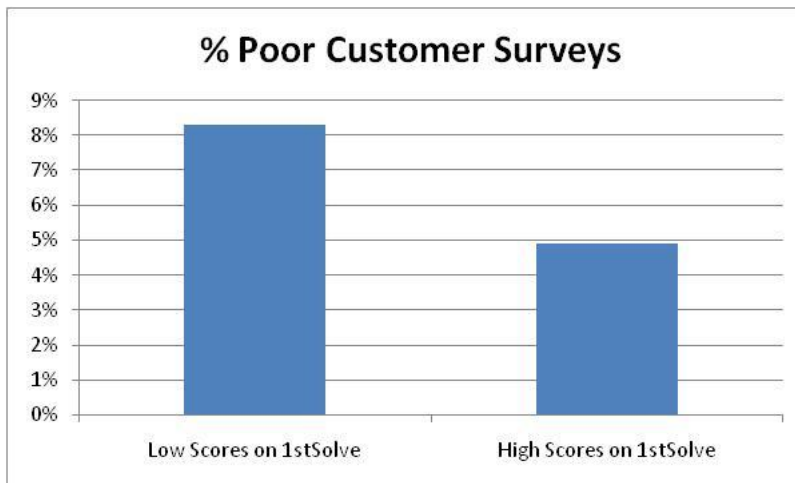
The client’s goal was to improve the ability to qualify job candidates for a work at home sales position specifically focused on web chat. By adding 1stSolve to the Hire@Home solution, FurstPerson was able to help the contact center organization meet revenue and customer satisfaction goals.

FurstPerson was able to demonstrate a 46% improvement in revenue per chat for individuals with high scores on Hire@Home with 1stSolve compared to individuals with low scores.



In addition, customer satisfaction improved for individuals with high scores on Hire@Home with 1stSolve compared to individuals with low scores.

FurstPerson was able to demonstrate a 13% improvement in the percentage of *Excellent* customer satisfaction surveys. In addition, FurstPerson was able to demonstrate a 41% reduction in the percentage of *Poor* customer satisfaction surveys as the chart below illustrates.



In summary, the contact center client benefited from FurstPerson’s flexible Hire@Home solution which quickly allowed a new hiring profile to be identified, configured, and validated. The net result is a solution that predicts key job performance metrics for a sales representative position that services an online revenue model.

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.

