

HIRE.DEVELOP.PERFORM.

# CASE STUDY

Supporting the Home Agent  
Candidate to Avoid a Poor  
Candidate Experience

## DID YOU KNOW?

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

## Background

A significant major challenge to home agent hiring involves candidate support. Because the hiring process is 100% virtual and the candidate volume tends to be 5 to 10 times more than the traditional brick and mortar hiring environment, the hiring workflow needs to be candidate friendly. Often, many firms implementing home agent hiring ignore this critical need.

When an organization was interested in replacing a competing firm's assessment process, one of the driving factors was the significant technical support challenges facing the organization due to the assessment workflow. The organization, in addition to improving the predictive power of the home agent hiring system, was seeking an assessment solution that would reduce the high technical support needs from candidates.

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**FurstPerson reduced home agent technical support calls by 97% and overall candidate calls by 91%.**

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## Solution

FurstPerson and the organization implemented FurstPerson's award winning Hire@Home solution. As part of the implementation process, a three month study was conducted in which FurstPerson managed the candidate support call process. When a call was specific to the organization, FurstPerson routed the call back to the organization.

As part of the solution, FurstPerson focused on the following key components:

- Create a seamless integration between the organization’s applicant tracking system including a seamless log-in that allowed each participant in the process to just log-in one time.
- Establish a concise, easy to manage hiring workflow.
- Focus on developing key messages to the participant in the process to keep them informed and manage expectations.

## 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 pilot outcome, FurstPerson was able to demonstrate a significant reduction in technical support call volume – 97%. In addition, total support calls were reduced by 91%.

	Competitor		FurstPerson	
<b>Candidate Volume</b>	100,000	100.0%	100,000	100.0%
<b>Candidate Support Calls</b>				
<b>Technical Support</b>	12,685	12.7%	355	0.4%
<b>What's my status inquiry?</b>	8,245	8.2%	550	0.6%
<b>Request to Retake</b>	6,342	6.3%	0	0.0%
<b>Other</b>	0	0.0%	170	0.2%
<b>Total Support Calls</b>	27,273	27.3%	1,075	1.1%

\* Volumes are based on client organization data and FurstPerson data. Results are applied to the candidate volume the organization experienced in order to have an equal comparison study.

The net result was the client was able to eliminate the live candidate support call process resulting in an estimated savings of over \$75,000 plus the significant benefits to the candidate experience.

## 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.

