

HIRE.DEVELOP.PERFORM.

# CASE STUDY

## Hiring for Retail Representatives

### Case Study Overview

Learn how one retail organization implemented FurstPerson's Retail Hiring Solution, the steps in the process, and the results this organization realized.

## Background

A telecommunications organization with multiple retail locations across a wide geographic area desired a better method to evaluating job candidates prior to employment.

Within the retail locations, the organization employs retail representatives that have the following main job duties:

- Customer service
  - Explain and demonstrate organization products and services
  - Look-up and provide customer account information as requested
  - Provide billing and company procedural support
  - Provide basic technical support to customers
  - Uphold company values
  
- Sales
  - Understand customer needs to suggest product and services
  - Up sell customer to additional product and services

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FurstPerson's Retail Hiring Solution takes less than 30 minutes to complete. It is web-based and candidates can complete it at home or in the office.  
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## Actions

FurstPerson worked with the organization to conduct a job review. Based on the job review, FurstPerson developed a Supervisor Performance Rating form and

recommended the appropriate assessments to be used in the retail hiring model. FurstPerson’s Retail Hiring Solution is designed to predict service and sales performance within retail jobs. The assessment measures the following scales:

<b>Scale</b>	<b>Definition</b>
Achievement	Competitive and driven
Balance	Even tempered and resilient
Curiosity	Open minded and creative
Dependability	Reliable and honest
Energy	Outgoing and enthusiastic
Friendliness	Warm and caring
Growth	Bright and intellectual

## Results

FurstPerson performed an incumbent validation study to determine the relationship between the assessment scores and job performance within the retail locations. Job performance was measured by the Supervisor Rating form.

<b>Strongest Predictors</b>	<b>Relevant Job Components</b>
Balance	➡ Accuracy, Consistency, Patience, Probing, Achievement, Customer Education, Overall Performance
Dependability	➡ Accuracy, Learning, Effective use of Time, Results, Follow-through, Efficiency, Responsibility, Rule-following, Overall Performance
Growth - Verbal	➡ Communication, Accuracy, Learning, Results, Overall Performance
Growth - Numerical	➡ Information processing, Accuracy, Learning, Effective use of Time, Initiative, Problem Solving

Using the validation data, FurstPerson also model a hiring workflow to balance labor market constraints and predictive power. Based on the validation results, the organization implemented FurstPerson’s Retail Hiring Solution.

## 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.

