

Telecommunications company improves recruitment efficiency and reduces turnover

“Our flexible and dynamic talent management solutions facilitated the recruitment of high caliber candidates who were the right fit for the job, and enabled our client to achieve significant productivity improvements.”

The Challenge

The largest single telecommunications provider in the U.K. had an ongoing requirement for a high performing flexible workforce. The client needed a partner for its Contact Center agents across eight lines of business in its retail division with the ability to:

- ✓ **Reduce** agent turnover
- ✓ **Improve agent performance** through better matching of candidate to the role
- ✓ **Improve recruitment efficiency** by interviewing candidates with necessary traits and behaviors
- ✓ **Demonstrate** match between **assessments and competencies** required to fulfill the role
- ✓ **Inclusion** of skill-based testing (including third party ones)
- ✓ Continuous **assessment improvement** through validation of hired agents' performance
- ✓ A **'one view'** window of candidate assessments scores
- ✓ Provide regular **management information** both by candidate and order

50%
reduction
in interview
no-shows

The Solution

Using our assessment solutions, eight assessments were created that met the attributes and competencies required for each contact center role that included third party skill-based tests.

ROMA, our applicant tracking system, allowed recruiters to manage the candidate funnel in a multistage process and focus on interviewing only those candidates who proved to have appropriate skills and abilities through our assessments. By completing 'off-site' assessments, recruiters confirmed a candidate's commitment to the role and reduced the number of interview 'no shows' later in the assessment process.

Scores from active listening sessions, work history reviews and competency-based interviews conducted offline, allowed recruiters to make hiring decisions by reviewing all on- and off-line scores in a one-window view.

The Results

The introduction of our talent management solutions produced a number of benefits to the client within the first year of the partnership:

- ✔ Over 20% decrease in agent attrition
- ✔ 37% decrease in new starter training attrition rates
- ✔ 8% sales increase in the first month after training

Two validation exercises commissioned by the client to reflect the changing nature of their Contact Center roles showed a direct correlation between our assessment results and in-role performance. This also enabled assessment changes that ensured ongoing relevance and enhanced validity. Our comprehensive reporting capability also improved forecasting of total candidates required to fill specific orders based on previous location and department history.



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