

Global printing company improves call center retention and productivity

“Our retention rate increased to 96% during the first three months, and our conversion rate increased to 90%.”

The Challenge

A centralized Customer Call Center in Dublin was the single point of contact for European customers of a multinational company that provided document management products and services. To meet high recruitment volumes, we were selected to manage the client's need for at least 500 qualified multilingual staff per year, often on short notice. The solution had to:

- ✓ **Improve recruitment** coordination across 12 European countries
- ✓ **Reduce costs** associated with a high volume of ineffective initial interviews
- ✓ **Shorten time-to-hire**
- ✓ **Achieve hiring** decision consistency
- ✓ **Lower** attrition levels
- ✓ **Raise** the percentage of productive employees

The Solution

Our talent management solutions were transparent, innovative, efficient, and used state-of-the-art technology to source at a global level. Responsible for managing the client's overall recruitment process with an on site project management team and dedicated delivery channel, our solutions provided:

- ✓ Mass-market penetration and accessibility localized for 14 languages
- ✓ Improved candidate experience
- ✓ Automated intake and screening
- ✓ Scaled candidate assessments benchmarked against high performers
- ✓ Objective suitability profiles based on hard skill competencies and soft skill behaviors
- ✓ Convenient database management for robust back-office reporting
- ✓ Sophisticated selection process tools

Improved retention by 96% during first three months

The Results

By channeling Call Center recruitment through ROMA, our applicant tracking system, the company not only increased the number of hires, but dramatically improved candidate assessment and selection - Also:

- ✔ **Reduced** advertising spend due to accessibility of former applicants through the database tool
- ✔ **Increased** conversion rate from 33% to 90%
- ✔ **Increased** offer acceptance ratio from 80% to 98% due to improved candidate experience/suitability
- ✔ **Reduced** number of ineffective interviews due to improved assessments, driving more efficient use of personnel time



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