



A Call Centre Case Study



Validity Group assessments help Reduce
Call Centre turnover rates by 150%

Within weeks, a major Call Company dramatically improved
Time to Hire by 35%.



Leveraging People Analytics to Improve Performance & Retention

The Client

A large Contact Center that partners with a number of global organisations to fulfil their Customer Service and Sales Support functions.

The Challenge

The company had relied predominantly on traditional processes to screen and select all candidates. The company was aware that their costs were escalating, staff turnover rates were growing, and the quality of delivery provided to their clients was becoming a significant issue. The significant costs of replacing staff was a growing and significant concern, as was the substantial training costs and disruption to continuity.

As a result, they called in the support of a contact center consulting firm who identified that the company had significant process gaps and a lack of reporting capabilities.

Clearly of significant impact amongst the issues was an employee turnover rate that exceeded 300%+.

Our Solution

In order to solve the numerous staffing issues identified, we undertook a number of concurrent programs in order to deliver a complete solution for the client. Speed was of the essence and we were mindful that we would have to customise aspects of our Call Centre Solution range to the very specific and exacting needs of this client.

As a first step, we customised our **Contact Center Screen™** tool to enable the client to rank candidates based on job fit and to improve time to hire. This ensured that they were able to quickly and efficiently identify candidates who were ideally suited to the organisation, which in turn saved time and costs and avoided selection errors.

Our **CONTACTCENTERSIMULATION™** was then used to assess critical hard skills for success. This allowed the company to accurately ascertain the keyboard, maths and process skills of the short-listed candidates.

We also customised our **CONTACTCENTERPOP™ (Predictor of Potential)** selection tool and applied it to their top performers. This provided a sound base metric on which to assess candidates who shared similar DNA personality traits.

The Results

- Our **Screen™** tool allowed the company to focus on high-quality candidates that outperformed lower quality hires by **2X**, and key demographics were identified that correlated to performance and retention
- Time to hire improved by **35%**
- The **Simulation™** accurately predicted 180-day retention and clearly identified keyboarding and math skills quickly, easily and affordably
- **63%** of the candidate pool were identified as having potential to succeed in a Contact Center role and those with the highest potential had **27.4 %** higher performance ratings

In Summary

The company saved a significant amount of time and costs during the selection and onboarding process.

It also significantly reduced staff turnover rates by **150%** and they now have a selection process and model that can predict top performers when hiring. Performance levels improved to new highs and delivered on the customer satisfaction index.



Join the dots and build your own talent pipeline

Validity Group supports you in building your very own talent pipeline by identifying best talent for best roles. You no longer need to constantly rely and spend on advertising and can now develop your very own talent pipeline.

The selection of staff for promotion can now be made on a scientific basis in conjunction with your other processes. From screening your applicants effectively, quickly and affordably, you can now apply a range of assessments to suit the needs of your business.

Validity Group gives access to solutions designed specifically for your industry - Proprietary assessments, digital Certification courses, dynamic cloud platform delivery, integration with your chosen HCM system, and the introduction of artificial intelligence and bot technology to utilise the latest in talent management solutions.



We are currently integrated with:-

- SAP – Success Factors
- Oracle – TALEO
- Workday
- iCIMS
- Ultimate Software
- Workable
- Talent Nest
- Sales Force

For more information contact info@validity.group