



Case Study: Why the hiring process matters

Key Initiative

In a crowded market of contact center outsourcers, 1NW Contact differentiates itself through a commitment to exceptional customer service. But in order to provide this level of service, 1NW Contact agents must be well-equipped to handle customer inquiries and provide needed support at every step of the value chain. Supporting customers to this level of commitment requires the excellent agents, but finding and hiring these high quality agents was a challenge. The company decided to improve its hiring process, providing agents with a world-class application process to match its world-class customer service experience. 1NW Contact wanted a hiring process that educated candidates, while demonstrating a commitment to their success.

Solution

1NW Contact implemented Self Management's Recruitment and Assessment portal to create an automated, scalable hiring process to drive decision-making for candidates and recruiters and to reduce the company's overall costs associated with agent acquisition and attrition. This enabled the 1NW Contact to set realistic job expectations for agents and assess them for both skill and job fit. Recruiters were able to quickly identify those candidates who were not qualified or capable of job-specific behaviors and, as a result, focus on candidates who were most likely to succeed. Recruiters became more efficient, agent attrition was reduced, and agent performance improved overall.

Impact

The Self Management Recruitment and Assessment portal was launched to facilitate seamless on-line recruiting of prospective agents in North America, anywhere a prospect had an internet connection. One enviable statistic: During the Phase I measurement period, *the number of agents who voluntarily left their jobs within 90 days of being hired was reduced by 40 percent.* Today, recruiters are able to quickly identify those agents who are the best fit and eliminate from the application process those who do not have the necessary skills and personality traits for the job. Agents who are ultimately selected and hired are better fitted for the job and therefore less likely to leave their positions within the first three months.

EXPERIENCE THE DIFFERENCE

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