

PeopleMaps Case Study - Contact 4

Using Online Personality profiling system in Contact Centres to reduce staff turnover and improve the recruitment process



Company Overview

Contact 4 is a contact centre handling inbound and outbound calls

They have three sites with 200, 500, and 1000 seats - and are rapidly expanding.

Objectives

As a fairly young contact centre with rapid expansion plans to support customer demands, Contact 4 had the desire to enhance their recruitment process. As their intention was to manage all recruitment internally, it was essential that any new methodology introduced into their recruitment process be easy to use.

- Reduce staff turnover rates to an acceptable level.
- Ease the burden of the recruitment process.
- Reduce to overall cost of recruitment.
- Enable the company to manage their own recruitment without having to resort to using a recruitment agency.
- Have any new elements fit in with existing procedures.

1 The existing process

1. Advertising response through press, referral or job centre
2. Telephone screen
3. Issue application form and agree interview slot
4. 1st interview
5. Assessment Centre
6. 2nd interview (as required)
7. Skills evaluation

Very few applicants were rejected prior to interview and assessment centre as Contact4 wanted to ensure that good applicants weren't missed. This was time consuming and therefore expensive in resources.

3 Contact4's experience and results

The system was easy to use and was fully supported. Getting the benchmark thought through at the beginning made all the difference.

Staff turnover rate dropped as low as 12% with an average of 15%. (From an initial 47%.)

Interviews were much more constructive. Candidate administration and processing was significantly easier and quicker

2 The PeopleMaps solution

Contact4 wanted to add an element to their recruitment process to proactively manage their growth and reduce their staff attrition whilst saving money and time on the recruitment process.

The PeopleMaps system contained the following elements to address those objectives;

An online job application form, where the Contact Centre could ask whatever they wanted.

An online personality test. This short questionnaire was less than ten minutes long so it did not put off prospective candidates.

A personality benchmark facility, which allowed Contact4 to create a benchmark and then automatically compare every applicant against it.

A candidate management system to help share and control the information about candidates.

A personality report about each candidate.

Comments



"Placing candidates in various positions was much more achievable. For example it was easier to spot a candidate that would be a good team leader, even if they were not a great match for an inbound sales role. So instead of just rejecting candidates I would look across the company to see what other vacancies they may be able to fill." Sharon Dunn

