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Case Study: 5 Benefits of Using Pre-Employment Assessments.



Delivering increased revenue per call
by 74%



The goal of every hiring process is to ensure continued productivity and improved retention, which is why more and more companies are adding [pre-employment \(or pre-hire\) assessments](#) to their screening and selection processes. These tools make accurate predictions about candidates' potential performance and retention – and, they gather crucial intel on prospective hires to support continuous improvement within talent acquisition.

We recently carried out a Case Study with a large telecommunication organisation to measure the impact of implementing pre-employment assessment tools.

Below, we outline the top five benefits this organisation attained.

Pre-Employment Assessment *Case Study*: Telecommunication Organisation

The Situation: A large Call Centre experiencing very high staff turnover rates.

The costs of traditional search methods undertaken by external organisations, together with training and on-boarding processes, continued to escalate. This turnover rate was also impacting on sales revenues and the retaining of clients. Despite changing search agencies and adjusting some selection processes, little impact had been made on the overall results.

The Goal: The client required a solution that would positively impact on those metrics by delivering improvements using pre-employment assessment tools, and gathering additional metrics in the screening and selection process. Was it possible to improve the selection results, speed up the selection timeline, reduce the “noise” from unsuitable candidates, and deliver improved sales numbers?

The Results...

1. Created a Database for Candidate Analytics

Our **Screen™** pre-employment tool helped create a database of suitable candidates for the company to draw upon for future hires. This removed the “noise”, allowing them to focus only on the candidates best suited to their requirements. In the first six months of this program, the client hired 900 reps and developed a database of an additional 460 potential hires.

Over time, the client has been able to use this database at any given moment to compare hires to recruits on key metrics captured in the pre-hire assessment tools. It also means that they have created a pipeline of potential future hires, thereby reducing costs further.



2. Pinpointed Best Candidate Sources in Terms of Quality and Quantity

Our **Screen™** pre-hire tool allowed this telecommunications company to understand which candidate sources were providing the most qualified, *quality* candidates.

The client used this insight to reduce costs by focusing resources on their best recruiting sources.

The tool was also valuable in screening large quantities of candidates from colder sources. Using our **Screen™** tool, the company was able to “warm up” cold source applicants to ensure only qualified candidates were coming through.

3. Improved Time to Hire by 50%

In this case study, adding assessments to the company’s screening and selection process reduced Time to Hire from 3 weeks to 1.5 weeks.

Recruiters felt that the **Screen™** tool enriched the process because they could now focus their time on assessing “High Potential” candidates, thus eliminating the need to spend time on unqualified candidates.

We studied the key predictors of performance for the role and established a benchmark using the pre-hire assessments. Using the custom-benchmarked assessment designed to showcase the important information, recruiters felt they were better prepared to identify candidates more quickly based on key drivers.

The recruiters also received reports that provided further specific to individual interview questions, which ultimately enriched the recruiter experience as well as improve the Time to Hire.

4. Improved Turnover

Pre-employment assessments clearly identifying best suited candidates help improve the bottom line by reducing turnover rates.

In our case study, call centre hires who had gone through our **Screen™** assessment in the screening and selection phases saw a **40% reduction in turnover**, generating annualised savings of over \$2,700,000.

(It is important to note that the company only invested a fraction of that number on using our **Screen™** pre-hire assessment platform, so the cost savings were of major significance.

5. Increased Productivity

One of the most indispensable benefits of using our assessments in the screening and selection process is increased productivity!



Our client used an assessment benchmarked to their current top performers in the call center sales position, allowing them to hire with a focus on replicating success. The benchmarked assessment identified which qualities were essential for top performers in their specific organisation and helped them assess those qualities in incoming candidates.

As a result of the benchmarked assessment, our client increased revenue per call by 74%.



Pre-Employment Assessments Help You Build Success

Our research has repeatedly demonstrated that building a successful team is founded on the application and analyses of screening and selection tools. Gathering data during selection and embedding these assessments into your process enhances your ability to ensure quality candidates are entering the recruiting pipeline and achieve new levels of productivity and profitability.

You can easily find out more, plus enjoy a FREE evaluation assessment by contacting us at info@validity.group



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