

CASE STUDY: RECRUITMENT & PLACEMENT SOLUTIONS

REDUCING TURNOVER BY SOURCING FOR CULTURE FIT

CLIENT

This client is one of the world's largest business processing outsourcing and collection agencies. The company operates approximately 40 call centers in North America, Europe and Asia and provides third-party collections, accounts receivable management and customer service.

CHALLENGE

This client was experiencing difficulty attracting the right candidates based on experience, skills and alignment with company culture. Another challenge they faced was being able to offer a competitive wage rate in comparison to similar companies. The final hurdle was to address the high turnover rate at the company.

STRATEGY

In order to broaden the candidate pool, we encouraged candidates who possessed transferable skills and attributes, rather than direct work skills and experience, to apply. We then worked towards understanding what motivates a candidate to accept a position and stay with a company, such as career advancement and growth opportunities, and began highlighting those incentives during the hiring process to reduce the risk of turnover. In addition, we established a more prompt and effective hiring process. This helped to reduce the amount of time that qualified candidates were available in the job market to accept offers from other companies.

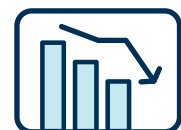
RESULTS



40% Increase in candidate interviews



50% Increase in new hires



50% decrease in turnover