

CASE STUDY : Access Worldwide

Access Worldwide Streamlines Recruiting Process with Versant

Better candidate evaluation process increased productivity, lowered employee acquisition costs, and improved customer service

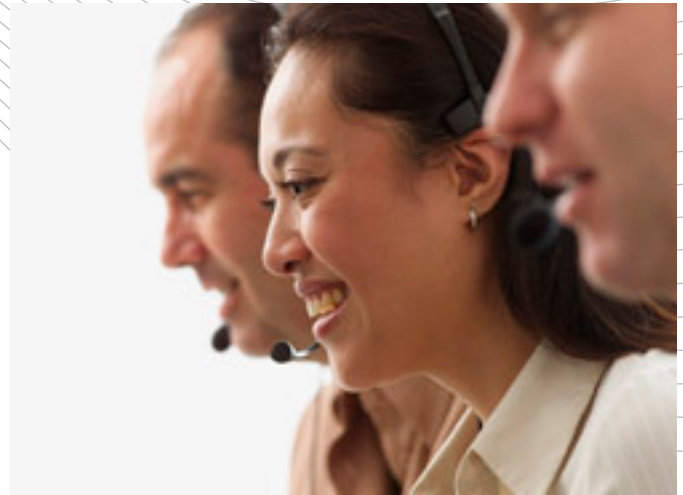
In today's global economy, the business process outsourcing ("BPO") industry is growing exponentially. BPO companies strive to meet and exceed business demands for high quality customer support and business services. Due to the nature of this industry, they frequently experience high turnover rates and recruiters oftentimes struggle to keep up with filling open positions with qualified candidates. Access Worldwide, a leading BPO and marketing company, faces similar issues.

Need: A Quick and Accurate Method for Screening Candidates

Access Worldwide is a fast growing company that provides a variety of sales, back office, IT, and communication services for telecommunications providers, insurance companies, financial institutions and consumer products companies in the U.S. and Europe. Access Worldwide's Philippine-location puts huge demands on its recruitment and HR teams and is adding 50 - 100 candidates each month to its training and vetting process for customer service agent roles. These agents are on the front-lines with primarily English-speaking consumers and professionals in the U.S. and Europe. Not surprisingly, the need for superlative English communication skills is imperative.

"Not only is the Versant test more cost effective than any other solution, it is also the most thorough and accurate. It's not often that you find that combination and this much value."

*– Philip Mabida, Training Manager
for Access Worldwide*



Barriers to Success

- Lengthy "calibration" meetings drained organizational resources
- Customer satisfaction scores averaged "below standards"
- 25% of candidates failed out of Foundation Skills training

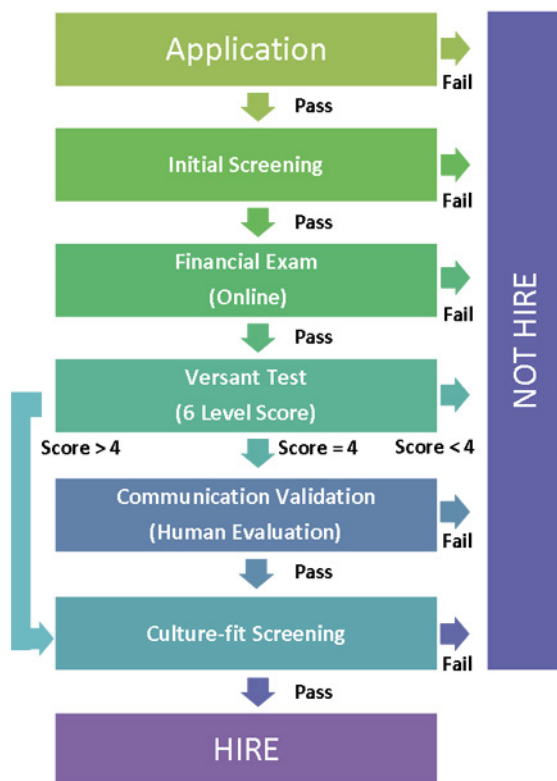
Challenge: High Turnover Rate for Mass Recruitment Effort

Access Worldwide was seeking ways to more efficiently recruit and accurately identify English communication skills and therefore lower their turnover rate and costs. The company worked to improve the recruitment process by conducting frequent "calibration" meetings with team leaders, trainers, human resource and recruitment staff. "Our customer service agents are critical to our business so we spent a lot of time evaluating them, looking at each candidate from every side. We basically did a SWOT analysis of every candidate and it was very time consuming. We needed to streamline our process because these lengthy meetings were inefficient and took a lot of staff members away from other work," said Philip Mabida, Training Manager, Access Worldwide.

Not only was the recruitment and training process time-consuming, it was also inconsistent. The quality of the communication skills of the training graduates varied widely. Unreliable English skills have a direct impact on the quality of service and customer satisfaction scores (CSAT). The company saw an opportunity to improve the inconsistencies in the evaluation of English skills during the recruitment process by leveraging an automated English language assessment solution to increase hiring accuracy, reduce training costs, and streamline the recruiting process.

Solution: Six Step Hiring Process & Versant Evaluation Implemented in High Stakes Environment

Access Worldwide realigned its recruitment process to integrate the Versant English Test. The six steps were organized to identify weaknesses as early as possible and avoid further investments in unsuitable candidates. The company chose Versant because it needed a solution that could accurately evaluate English speaking skills, especially



Business Results

- Improved candidacy pool by 20% and reduced waste on training unsuitable candidates.
- Quality of English communication skills among employees improved resulting in a higher success rate in Foundation Skills/Communications Training.
- Restored productive work time previously needed for “calibration” among HR, recruitment and training teams.
- Decreased number of customer complaints concerning agents with poor communication skills.

pronunciation. “Our focus is on speech because our customer service agents work primarily on the phone. We chose Versant because it was by far the best solution for pronunciation and vocabulary evaluation,” said Mabida.

Results: Versant Test Offers Superior Value

Access Worldwide credits Versant with improving the accuracy of its candidates’ communication evaluation process, which in turn decreased the candidate turnover rate, improved the productivity of the HR and recruitment staff, lowered costs for acquiring new customer service agents, and improved customer service.

The company was happy to report that it has been able to reduce the length of its recruitment calibration sessions, which has improved recruiter productivity. In fact, the amount of time spent evaluating candidates has dropped significantly while the quality of the customer service agents has measurably improved.

“We saw a tremendous improvement in customer service since we implemented Versant,” continued Mabida. “We bucket all the comments from our customers and we used to get a lot about communication. Now we don’t get those comments much at all. Our scores have improved across the board.”



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