



National Call Center
Improved Seasonal Workforce,
Reduced Attrition, Higher Productivity

Background

This National Calling Center was looking for a partner that would assist them in finding better talent for their seasonal customer service workforce in the Kansas City. Initially, the need was for 250 seasonal employees (one 1) with an increase of 50% for years two and three. WSI took on this challenge in July, 2005, with a goal of recruiting seasonal employees who would achieve higher productivity and greater dependability.

Challenges

- Hire quality agents for seasonal work (3–6 months)
- Increase productivity of customer service agents
- Increase customer satisfaction surveys from customers
- Decrease attrition

Vital Approach

- WSI provided an on-site management team to handle all recruiting, hiring, performance management and employee relations support for 1,000 seasonal employees.
- Potential employees went through a structured pre-employment screening process which included an online personality/aptitude test created to measure specific performance metrics the national calling center was trying to achieve.
- Only those candidates who scored in the top 2 tiers of a 4-point scale were eligible for hire and continuing the employment process.

Vital Results

- **Decreased attrition from 39.4% to 9.4%**
- Customer satisfaction scores **increased eleven percent** (11%)
- Ramp-up and ramp-down schedules were successfully reached all three years
- Hiring **1,000 employees by year 3**

Vital Our promise to you.

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