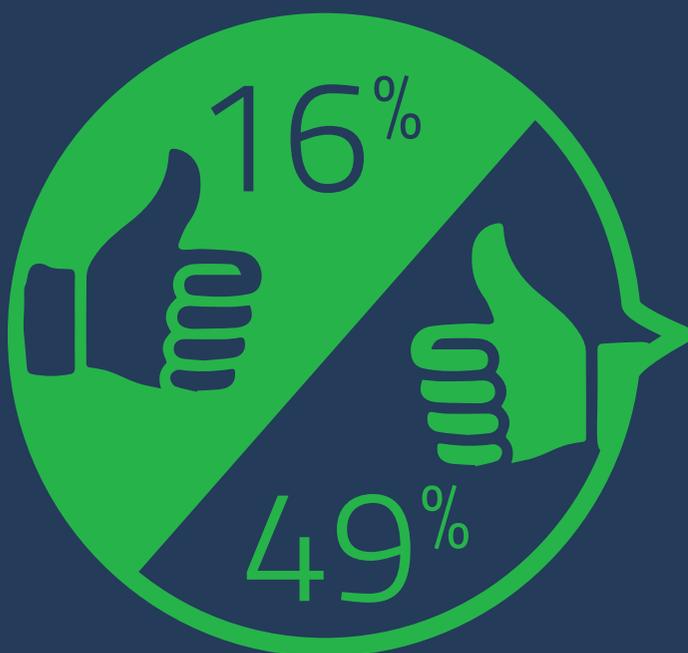


Talent Selection for Fortune 500 Insurance Firm

Improved 0-90 day involuntary attrition by 49% and voluntary attrition by 16% for both 0-90 and 0-180 days



Learn more



Case Example

Improving talent selection for a Fortune 500 insurance company

Discover



A Fortune 500 insurance company approached FurstPerson about improving their talent selection process for contact center hiring. The company had a history with assessments usage but felt a new approach was warranted. Specifically, hiring leaders wanted to drive better business outcomes through improved hiring, implement closed-loop analytics to drive incremental hiring improvement, and utilize better assessment content that matched their hiring needs more closely. For example, the company was finding that employees with high Net Promoter Scores tended to leave the company at a higher rate than lower performers. The company began working with FurstPerson. Within their contact center operations, FurstPerson focused on two job categories – Customer Service and Claims.

Define



FurstPerson initially focused on defining the jobs. This involved performing a job analysis to understand why a new hire is successful or not successful in either a customer service or claims position in the contact center.

FurstPerson conducted job analysis surveys with Customer Service subject matter experts (SMEs) and Claims SMEs.

The job analysis showed that the following work skills, abilities, and motivations should be measured:

CUSTOMER SERVICE	CLAIMS
Problem-solving	Problem-solving
Learning ability	Learning ability
Communication related skills	Communication related skills
Computer skills	Computer skills
Customer service orientation and skills	Customer service orientation and skills
Conscientiousness	Conscientiousness
Adaptability/Openness	Composure
Interpersonal ability	Interpersonal ability



This process helped to define the initial hiring profiles. FurstPerson and the Company continued to redefine the hiring profiles through additional reviews in years two and three. In addition, other job families were added to the hiring process using the same approach.

Diagnose



FurstPerson worked with the Company’s Operational and HR leaders to understand the potential business impact that could be achieved with a talent selection process focused on driving business outcomes.

CUSTOMER SERVICE / CLAIMS	
Supervisor Rating	Overall Performance Rating Problem-Solving Ratings Communication Ratings Technical Skills Personal Discipline Interpersonal Syle
Performance Metrics	Adherence Average Handle Time First Call Resolution Quality Net Promoter Score (NPS) 90 Day Attrition 180 Day Attrition



Design



By leveraging these assessments, FurstPerson and the insurance company moved forward in the design process, evaluating which FurstPerson assessment products would measure the metrics needed for success. FurstPerson recommended a holistic measurement approach to drive flexibility in hiring with a comprehensive measurement approach.

Translate the contact center jobs into measurable areas of opportunity

Measures



Tools



Metrics



FurstPerson.

Deliver



Once the hiring profiles were developed and mapped back to performance improvement, FurstPerson moved into implementation.



FurstPerson was able to deliver products that improved the insurance companies talent acquisition needs, with exciting improvements delivered from the initial delivery (version 1.0) to iterative improvements (version 2.0). FurstPerson's 1.0 took place from the initial implementation until the end of year two during which time FurstPerson began to deliver the updates based on a follow-up business review. FurstPerson 2.0 was delivered in Q3 year two and featured more targeted assessments based on additional analysis.



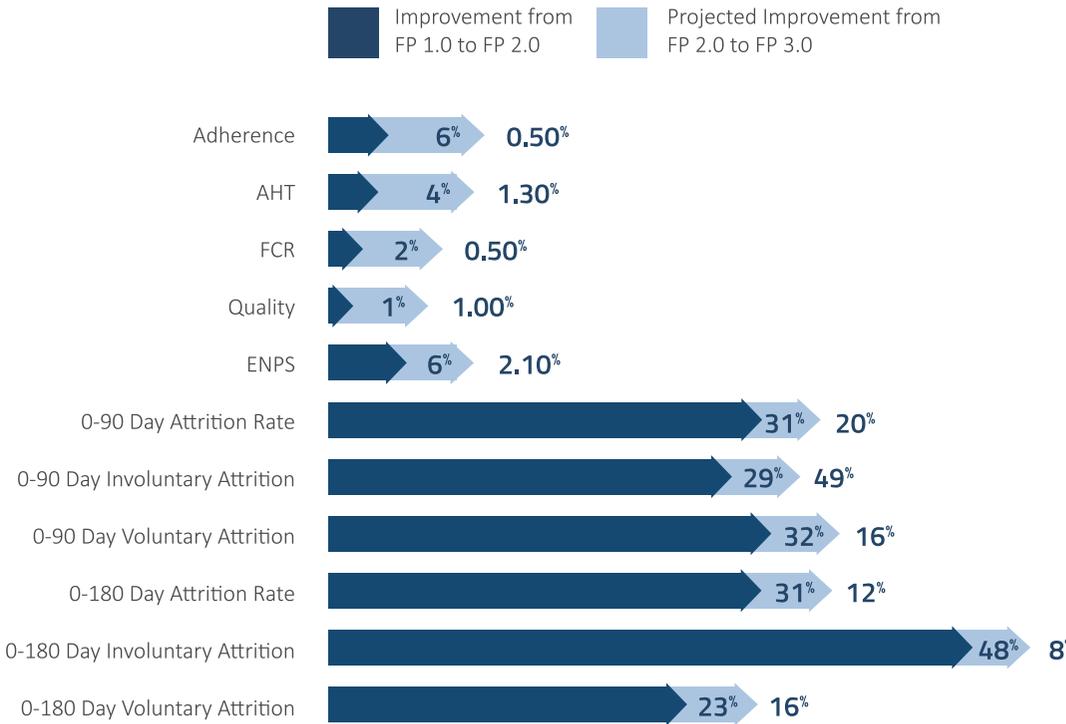
FurstPerson.

Drive



FurstPerson was able to demonstrate improvement in most performance metrics and attrition results. Improvements from version 1.0 to version 2.0 are noted in the chart representing an improvement in the quality of hire. Additionally, FurstPerson designed a hiring process in which new hires with higher Net Promoter Scores were no longer leaving at a faster rate than lower performers.

However, FurstPerson’s next goal was to improve on these numbers even further with the use of reviews and updates. FurstPerson projected that two key areas of further improvement would be in attrition and NPS. NPS, according to FurstPerson’s projections, would improve another 2.10%, while there would be marked improvements in attrition across the board (key improvements being made in 0-90 day involuntary attrition by 49% and voluntary attrition improving by 16% for both 0-90 and 0-180 days).



Discover how FurstPerson's analytics-driven hiring approach can help you.

Contact a FurstPerson expert or explore our solutions at [FurstPerson.com](https://www.furstperson.com)

FurstPerson.

FurstPerson, Inc.

801 N. Perryville Rd., Suite 2

Rockford, IL 61107

+1.773.353.8600