



Reducing Attrition by 35 Percent & Increasing Productivity by 10 Percent

Founded in 1990, The Results Companies (Results) has built a reputation as the premier contact center customer service and sales provider. The company sources, contracts and develops thousands of critical call center agents for high-visibility Fortune 500 clients.

With locations across the globe, Results must be highly efficient in sourcing and hiring thousands of call center employees. Yet verifying a candidate's suitability among thousands of applicants—in three different countries—was incredibly time consuming. Call center employees must not only have customer service, technology and language skills; they must also possess affability, reliability and adaptability, qualities that are difficult to evaluate. For Results, hiring the right employees the first time—faster and at a lower cost—was crucial to maintaining their high-profile client base.

Why Cornerstone

Results turned to Cornerstone Selection, part of Cornerstone OnDemand's unified talent management suite, to improve recruiting and retention of their workforce and reduce the administrative burden on hiring managers. With Cornerstone Selection's predictive analytics and smart algorithms, hiring managers can now easily forecast candidate success, measure and analyze

Recruiting

Selection

Industry: Business Services

Region: Global

Employees: 6,000

Live Since: 2012

Business Impact: Gained fact-based insight, hired better candidate faster, reduced attrition by 25-35 percent, increased sales productivity by 8-10 percent,





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- Alex Brecker, President & COO, The Results Companies

performance and provide training recommendations to improve employee tenure. In addition, over time, the platform learns via user feedback to become more efficient at identifying candidate matches.

With Cornerstone Selection, Results can match the right candidates to the right job, via fact-based insight into a candidate's motivation, skills and affability. According to Alex Brecker, president and COO at Results, “Our collaboration with Cornerstone has broadened our thinking. It's helped us reevaluate some business truisms—like believing that prior work history reliably predicted likely future job performance. Leveraging Cornerstone Selection enabled Results to make a real impact on our bottom line operating profitability through smarter hiring, retention and workforce management.”

The Results

Gained fact-based insight into candidate suitability.

Great employees are hard to find. A stellar attendance record or a great review doesn't tell the whole story. With Cornerstone Selection, hiring managers no longer have to rely on potentially misleading performance records or even gut-level decision making. The realistic job previews, behavioral question series and job simulations tools give managers better insight into a candidate's suitability for a specific position's skill and personality requirements.

Hired better candidates faster. Results' previous sourcing process—reviewing resumes, conducting face-to-face interviews—was time consuming and costly. With Cornerstone Selection's automated evaluation tools, hiring managers can identify the right candidates faster: since implementation, managers have processed the same number of candidate transactions with 20 percent fewer employees.

Reduced attrition by 25-35 percent. For Results, agent attrition was damaging to employee morale, productivity and profit. While Results had aimed for a 1 percent reduction in attrition, the outcome has exceeded expectations: with Cornerstone Selection, attrition has been reduced by 25-35 percent across key programs.

Increased sales productivity by 8-10 percent.

Call center agents are on the front line, crucial to generating leads and making a first impression. With Cornerstone Selection, Results has improved candidate selection and placement; having better matched talent in key positions has delivered an 8-10 percent increase in sales productivity.

Improved community presence. Working globally presents numerous challenges, including managing cultural preferences, languages and local regulations. With Cornerstone Selection, Results is able to demonstrate good corporate citizenship by building local employee bases well matched to the work, thus reducing attrition and increasing community goodwill.



Cornerstone OnDemand is a global talent management software provider that is pioneering solutions to help organizations realize the potential of a modern workforce. csod.com

