

INDUSTRY

Telecommunications

OBJECTIVE

Improved Job
Performance

SOLUTION

Cognitive
Aptitude
Assessment

RESULTS

Improved
Performance

Reduced
Absenteeism

Reduced
Turnover

The company identified a strong relationship between cognitive aptitude assessment scores and job performance. Results on the assessment also had strong links to involuntary turnover and unplanned absences.



Telecommunications provider predicts performance of call centre employees

Challenge

One of Australia's largest telecommunications providers is continually seeking to improve its customer service offering. As the company's call centre is responsible for the majority of its customer interactions, they wanted to find a way to identify high performing Customer Service Representatives (CSRs) before hiring.

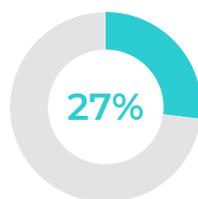
Solution

The company used a cognitive aptitude assessment to screen their call centre applicants. They then conducted a study to evaluate the effectiveness of the assessment when compared to other more traditional (time-consuming and expensive) screening methods, including interview ratings.

We collected data from 259 employees over a six-month period. Analysing this data showed strong relationships between employees' performance on the cognitive aptitude assessment and their subsequent performance at work.

Results

The company discovered strong relationships between cognitive aptitude assessment results and key metrics.



Higher score on cognitive ability assessments from top performers



Higher Score on cognitive ability assessment from CSRs still employed

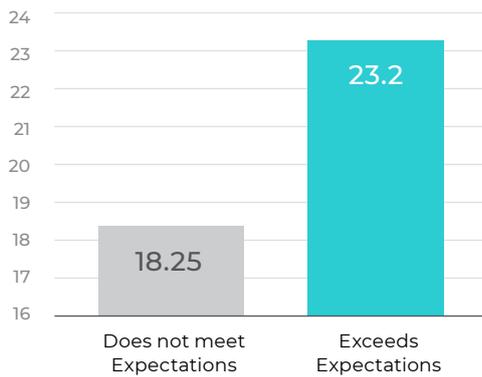


More unplanned absences for 'below average' employees

Each manager was asked to assign the employees an overall performance rating from 1 (does not meet expectations) to 5 (exceeds expectations).

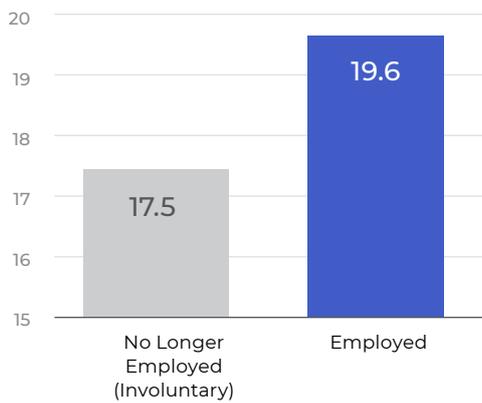
Employees who received a manager rating of 'Exceeds expectations' had achieved a 27% higher average cognitive aptitude assessment score than those who received a manager rating of 'Does not meet expectations'.

Job Performance (Manager Ratings)



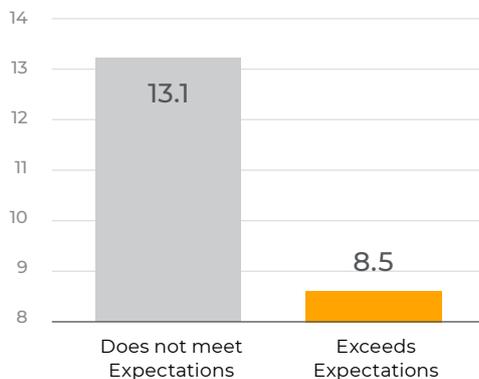
CSRs who were still employed at the end of the study scored 12% higher on the cognitive aptitude test than those who were dismissed.

Employment Status (Involuntary Turnover)



CSRs who received a 'below average' score on the assessment were responsible for 55% more unplanned absences than those receiving a score of 'average' or above.

Absenteeism (Unplanned Absences)



Assessments

Cognitive Aptitude Test

Cognitive aptitude, sometimes called general intelligence or g, is the single most accurate predictor of future job performance. Tests of cognitive aptitude assess abilities that are critical to almost all jobs, including problem-solving ability, critical thinking, attention to detail, and the ability to learn, digest and apply new information.

We offer a broad range of cognitive aptitude tests including the traditional Criteria Cognitive Aptitude Test (CCAT), game-based assessments Cognify and GAME, as well as more specialised tests such as the Criteria Attention Skills Test (CAST) and the Criteria Mechanical Reasoning Assessment (CMRA).