



Major Technology Client achieves 100% Assignment Completion for Call Center resources

A Compunnel Case Study on Call Center Staffing

OVERVIEW

CHALLENGES

- 21% Attrition Rate for employees sourced from the client's existing supplier base
- High Drop-out Rate despite the client investing in the training of new hires
- The client needed to scale up their hires to keep up with seasonal demand in varying locations

SOLUTIONS

- Employed proprietary Predictive Analytics tool to uncover a large number of potential candidates
- A local hiring team of language and computer experts screened and trained the shortlisted candidate pool for their language and computer proficiency
- Online recruitment marketplace Jobhuk provided an additional avenue to locate, identify and source the right candidates

RESULTS

- The trained candidates were job-ready within a week, as opposed to a rigid training exercise that lasts upto a month
- The rising Attrition Rate saw a significant reduction and was eventually reduced to 0%
- Outreach via JobHuk lead to a 40% increase in relevant candidates being discovered



INDUSTRY CONCERNS

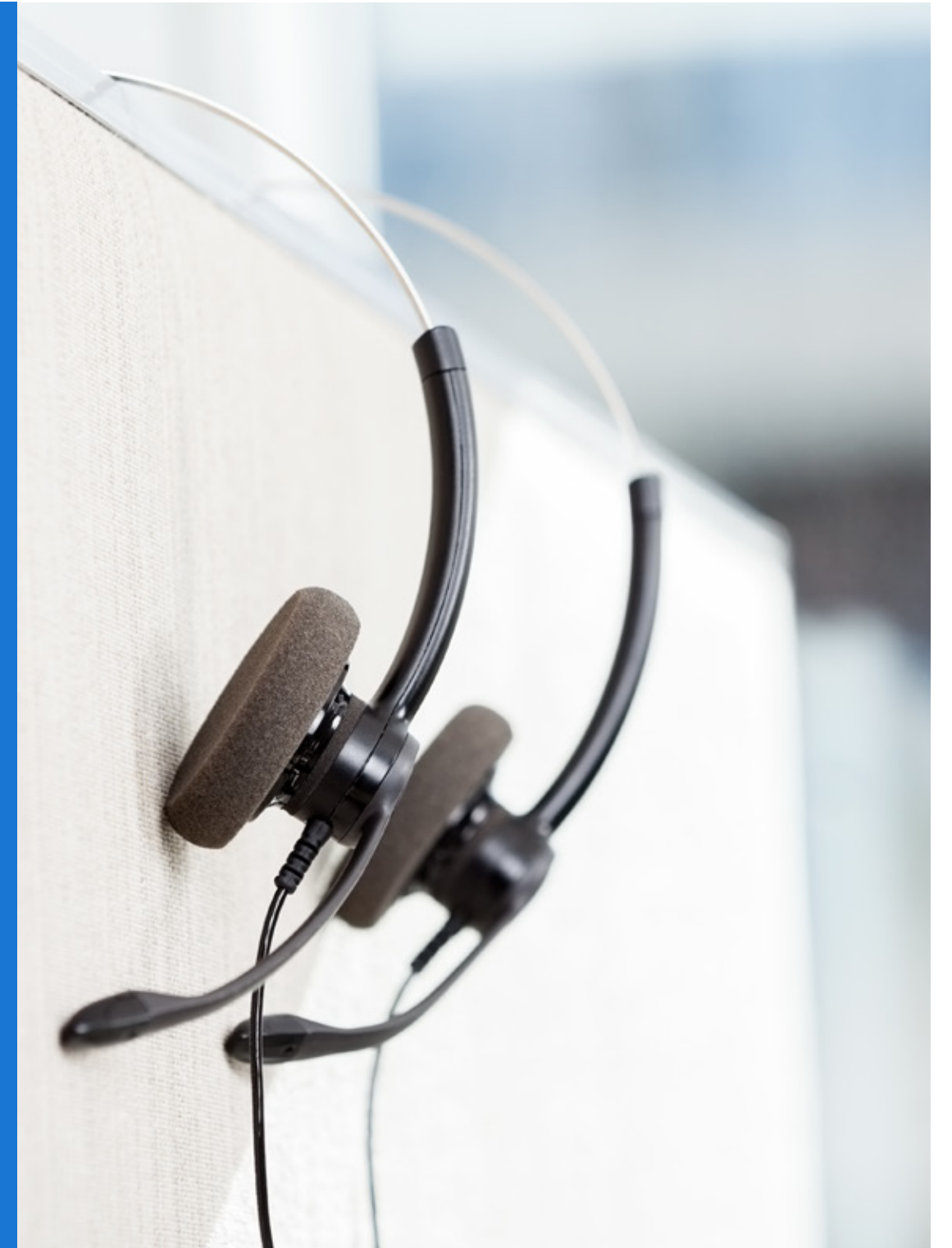
Call centers tend to require employees to be able to deal with highly dynamic workloads across various timezones. How call centers operate has evolved from regular office hours to shift timings with flexible schedules and split hours.

The environment of a call center is highly demanding as employees are expected to be fully occupied for the hours that they work as well as take on unusual working hours to cater to a global customer demand. Because the budget for call center staffing is significant, any increased productivity of the staff is considered highly valuable.

For these reasons, the turnover rate for new hires is extremely high industry-wide.

It is difficult to find candidates that are willing to take on such a tough work environment and are committed to do well in it.

Large scale companies often find that good quality customer support can be an important competitive factor when trying to stand out amongst competitors. Because this is a highly demanding client-facing job, the hired candidates must be carefully vetted and trained.



CLIENT CHALLENGE

The client is a New York-based technology company. They are a leading global provider of integrated technology and services for the legal profession.

Their services include electronic discovery, bankruptcy, and class action and mass tort administration.

The client needed to scale up their call center head count in order to meet with a growing demand for customer support.

Due to their widespread, global customer base and seasonal hiring requirements, maintaining a high quality of customer care was a challenge for the client.

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SOLUTION

After a thorough analysis of the client's requirements, Compunnel was able to conceive a Talent Acquisition Strategy that employed our proprietary technologies.

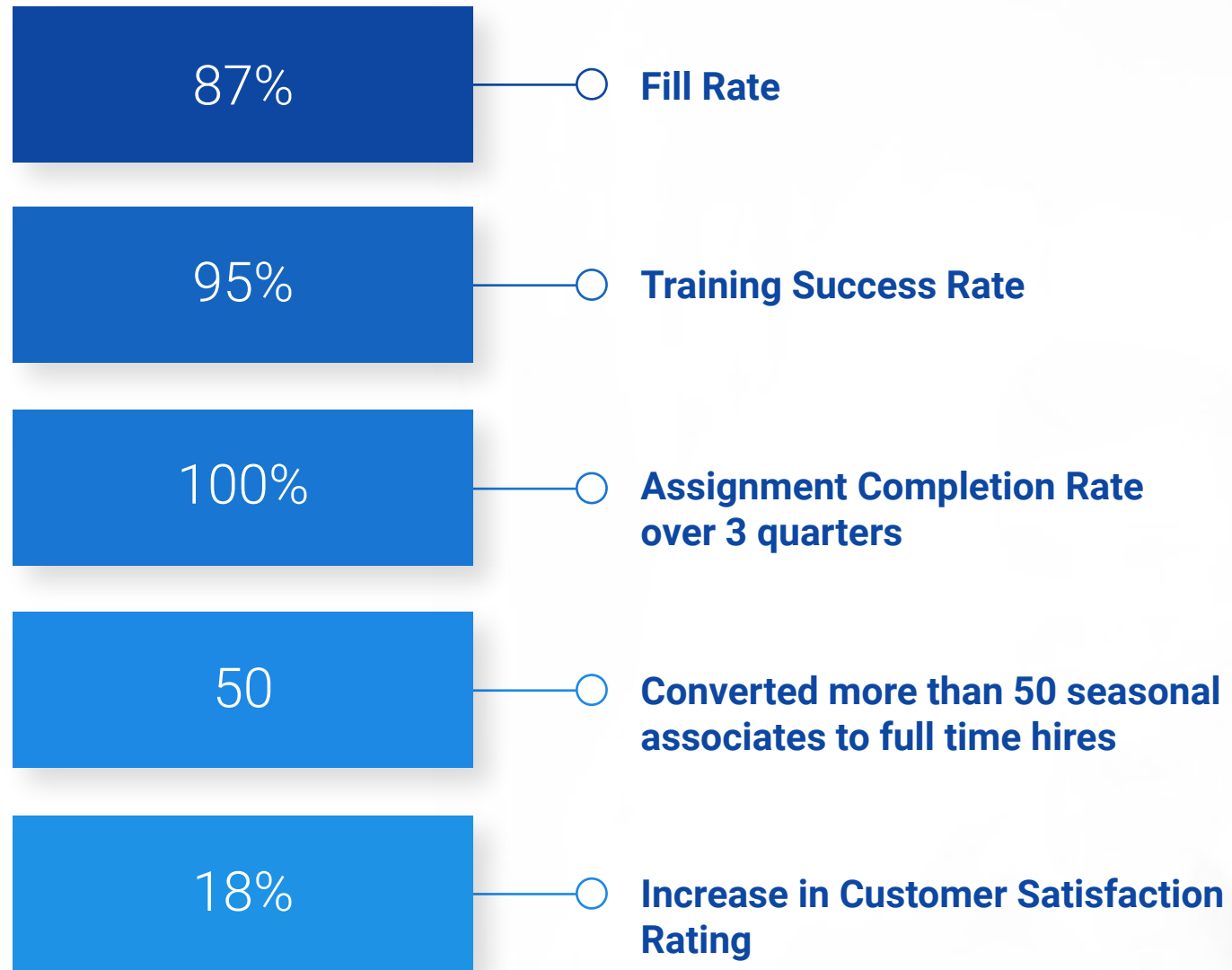
Our crowdsourcing referral platform iEndorseU, and online recruitment marketplace, JobHuk were used in order to source the best possible talent. Jobhuk utilized more than 200 specialized, independent recruiters in Massachusetts, New York and Oregon to tap into the largest pool of call center talent.

By leveraging the machine learning algorithm which is a part of our overarching Human Capital Management System, StafflinePro, we were able to screen the best of this wider pool of candidates.



Compunnel worked closely with the client to address the process requirements of their Customer Support program. By using technology to source talent, the process was expedited with better quality results.

RESULTS ACHIEVED



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ABOUT COMPUNNEL

Compunnel has been a trusted Contingent and Permanent workforce solutions provider in IT, manufacturing, engineering, and banking sectors for more than 2 decades. It has been providing talent for all engineering verticals from manufacturing to aerospace and defense. With operations in more than 28 locations across the US and offshore delivery centers in India, Canada, UK and Denmark, Compunnel believes in digitizing talent delivery to clients ranging from some of the best known startups to an array of Fortune 500 names.

Being the first staffing firm in the world to combine crowd-recruiting, mobility and artificial intelligence, Compunnel is revolutionizing the way organizations manage their talent supply.

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