

# Leading Wireless Carrier

## Case Study

### Leading wireless carrier improves productivity and delays expansion costs

#### Challenges:

Imagine the challenge of processing 100,000 job applicants annually to find the top few to best represent your company in interactions with approximately 16.3 million customers. That is the challenge that faces one of the leading U.S. wireless communications providers.

#### Solution:

The carrier turned to the PreVisor® staff of industrial-organizational psychology professionals to conduct a detailed job analysis using one-on-one observations, focus group discussions, and call center personnel to determine the knowledge, skills, abilities and other characteristics of a successful call center agent.

The resulting PreVisor Selection System evaluated characteristics such as resilience, friendliness, focus, sustained energy, and high tolerance for repetitive problems. PreVisor designed a battery of tests and an interactive simulated collections scenario assessment built to the carrier's needs. The self-explanatory test requires no supervision. In fact, if an applicant requires assistance with the test, the struggle becomes an indicator in and of itself.



**50% REDUCTION  
IN TURNOVER**



**Results:**

The turnover rate in the call centers has been reduced by 50 percent. In addition, a candidate hired through the PreVisor Selection System accommodated so many more calls that the carrier was able to postpone the planned opening of an additional call center. Further, agents hired with the PreVisor Selection System demonstrated greater accuracy. As a result of improved hiring, this wireless provider increased productivity, accuracy and customer service — and was recognized by J.D. Power and Associates® for having the highest customer service performance.

**CHALLENGES:**

- 100,000 applicants annually
- High interview-to-hire ratio
- Overwhelmed recruiters
- Customer satisfaction

**RESULTS:**

- Reduced agent turnover
- Increased call capacity and accuracy
- Improved customer satisfaction
- Better interview-to-hire ratio
- Objective selection system