



## Psychodiagnostics Case Study

Reducing the hiring cost of new  
call center operators

### Goals:

- ✓ Reduce hiring costs
- ✓ Hire the best candidates

### Situation:



The client's direct administration cost for diagnostics in the recruitment process for each unsuccessful candidate using "pen-and-paper" forms was estimated at approximately €8.\*



The quality of the candidates was not as good as hoped and their turnover in the first months was high.



The client wanted to both reduce recruitment costs and also hire better quality candidates with a lower turnover rate. As a result of their previous recruitment experience, the client had specific requirements regarding the structure and appearance of the diagnostics for candidates.

*\*Calculated as the value of time spent on candidates together with the evaluation of the manually filled-in diagnostic forms.*

## Solution:

- ✓ A diagnostic method tailored to meet the specific needs of the client was developed, including a graphic appearance to match the design of the client.
- ✓ After the initial fixed development costs, additional operating costs were minimized to just the technical management of the tool.

## Result:

- ✓ Significantly more efficient recruitment process in terms of cost thanks to online psychodiagnostics.
- ✓ Return on the investment in a tailor-made solution in only 13 months. After just two years the client had made savings of almost 32%.
- ✓ The added advantage of real-time data evaluation.

		1300 participants (13 months)	2400 participants (24 months)
Pen-and-paper	Fixed costs	€0	€0
	Cost per participant	€8	€8
	<b>Total</b>	<b>€10 261</b>	<b>€18 907</b>
Online	Fixed costs	€7 208	€7 208
	Cost per participant	€2	€2
	<b>Total</b>	<b>€10 281</b>	<b>€12 880</b>
<b>Online savings</b>		<b>31,90 %</b>	

In just two years  
savings of almost  
**32%\***

*\*Assuming that the cost of manually completed diagnostics is about €8 per candidate and the number of candidates is around 1200 per year, the return on the investment is 13 months. However, the longer online diagnostics are used, the greater the savings will be.*