



Psychodiagnostics

Case study

Selecting telephone operators with a high level of performance and customer satisfaction.

Goal:

- ✓ Improve recruitment.
- ✓ Select telephone operators with the potential to achieve greater sales performance and levels of customer satisfaction.

Solution:



During the recruitment process, candidates completed the Multifactor Personality Profile online questionnaire.



After a certain period of time, we analysed the possible connections between the personality profiles of employees and their actual performance.



The analysis showed that those who were 'active' on the Stability–Activity scale achieved approximately 25% greater turnover and customer satisfaction than those with a 'stable' profile on the scale.

The Stability–Activity scale is able to predict well the performance in terms of sales turnover as well as customer satisfaction of telephone operators. 'Stability' means a preference for calm when carrying out a task, in turn 'Activity' indicates a preference for action.

Result:

- ✓ Even during the recruitment process it was possible to identify prerequisites for being successful in the role of telephone operator.
- ✓ Psychodiagnostics helped us to select more active telephone operators.
- ✓ These operators achieved 25% greater turnover and customer satisfaction than those who placed on the 'stable' side of the "Stability-Activity" scale.

+ 25%
turnover and customer satisfaction

