Success Factor Index
Case Study

Recruitment of sales representatives for the banking sector

How does it work?

- ✓ More efficient selection of new employees thanks to online tools
- ✓ SFI setup based on existing employees
- ✓ Implementation in under 4 weeks
- ✓ **Increased performance** of up to **100%**
- ✓ **Reduction of churn rate** of up to **40%**

SFI = Success Factor Index, a statistical-analytical method that enables us, thanks to psychodiagnostics, to predict the results of future employees during the recruitment process.

TC C online

TCC online

Results of online diagnostics
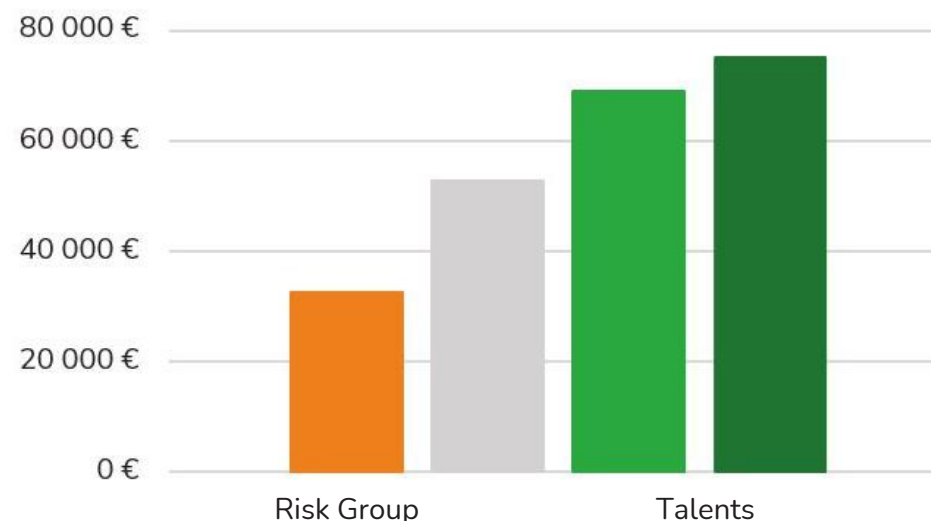
Employee KPI evaluation

Success Factor Index

High performance + low churn rate

Result:

✓ **Increased average sales** from hired sales representatives

✓ **Cost savings** during the hiring and adaptation process
  - Identifying unsuitable candidates early in the process leads to significant savings in terms of the assessment center and individual interviews.
  - Moreover, the costs of training and integrating new hires who would not last long in the company are cut.

✓ Significant **reduction in churn rate**
  - After the introduction of the model, the probability that sales representatives in the company would stay longer than a year increased by **40%.**

✓ **Saving the time of managers**
  - Managers only invest their time and energy in sales representatives who have the potential to achieve a high performance level.
  - Thanks to our psychodiagnostics, managers know in advance the weaknesses of each new hire and how to work on them after recruitment.

Average monthly results of each sales representative

Data from 650 sales representatives in the financial services field.

Talents achieve more than double the sales of those in the risk group.

Those in the red group have already been eliminated from the recruitment process because their sales results were much worse than the other groups (less than half those of the risk group).