



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

