

Temp-to-Perm Contact Center Solutions



North America

Business Issue

More than 500 contact center representatives are the front line of client service for a Midwestern firm which provides check processing and electronic funds transfer services. This industry-leading firm serves 8,000 clients worldwide, with annual earnings of \$1.7 billion. When attendance issues and a 70 percent turnover rate in its contact centers led to declining productivity, the firm needed to improve its ability to find and hire the right candidates.

Solution

Manpower leveraged its extensive experience in both financial services and high-volume contact center staffing. In call centers across the country, Manpower has built a workforce of associates with the skills and experience to deliver better call handle times and higher client satisfaction, and it was no different with this client. Industry-tested assessments simulate contact center work ensuring that right-fit candidates can be identified. Proven recruiting and onboarding techniques result lower attrition and a substantial talent pool for permanent hires.

In this instance, Manpower implemented a temporary-to-permanent staffing solution designed to increase recruiting success. It developed a “top performer” profile to use in recruiting based on the firm’s culture, contact center environment, and client service expectations.

The solution also employed proprietary contact center assessments—PhoneSkill™ and Teleskill™—so candidates could experience a simulated version of daily work before the first day. Also, the solution shared contact center best practices, which guided the firm in improving its policies on lull time. To address retention concerns, Manpower partnered with the firm to transition the top talent to permanent positions.

Results

Manpower’s solution met the client’s objectives and achieved the following results:

- 60 percent reduction in turnover in two years.
- More than 30 percent of the temporary contact center agents were hired as employees in the second year.
- Morale has risen, and attendance rates have increased, resulting in a more consistent level of service for the firm’s clients.

