

Case Study

ViewsCast Express Hire

Recruiting Reinvented!

Express Hire...

- Decreases cost-per-hire through an automated approach - focus on applicants who are qualified instead of wasting time on those who aren't
- Provides consistency to promote objective candidate comparisons
- Reduces hiring lag time—fill positions faster by finding qualified candidates and accessing their details through our real time web reporting portal
- Provides “Voice of the Candidate” digital recordings of responses to open-ended questions for added perspective and a richer evaluation
- Conducts multilingual interviewing as needed for applicants

“...with Express Hire, we saved over 1,100 hours of recruiting time in 2008...”

*Suzanne Passarelli
Synovate Director of Human Resources TRS and West*



Look familiar?

Synovate has reinvented the applicant screening process with its **Express Hire** solution. This novel approach was recently recognized by the Society for Human Resource Management (SHRM) as the “**2009 SHRM HR Innovative Idea**” in the Talent Management category.

As an HR professional, you can appreciate the time, effort, and expense in screening applicants for employment, particularly in **high turnover work environments such as call centers and customer service centers.**

With Express Hire, qualified applicants are identified through an automated process. Express Hire uses IVR (Interactive Voice Response) technology to automate the process of screening applicants.

Applicants call into a toll-free number and complete an application that evaluates their eligibility for the position—it includes the **capture of voice recorded responses to help provide another dimension for evaluation** especially important in call center and customer service environments. Those who do not meet minimum requirements are identified so recruiting staff can focus on those who do meet the criteria.

Synovate believes in the benefits that Express Hire can offer so much so we use it ourselves! For the past several years, Express Hire has been used to hire talent for our North American call centers.

With the cost of hiring and turnover typical in a call center environment, **Express Hire was used to reduce cost and improve candidate selection.**

Candidates call a toll-free phone number which provides access to the screening application.

They respond to screening questions plus a “Voice of the Candidate” open-ended question which requires a spoken response (ability to communicate effectively is a key hiring component for the call center). Hiring managers review screener results via the real time reporting web portal.

Candidates who meet the minimum requirements are passed to HR for further follow up. No unnecessary time is spent with candidates who aren't the right fit for the open positions.

Last year, staffing attrition declined by over 60% in one of our larger call centers. We were better able to target candidates and fill openings with the right mix of talent leading to longer retention...a rarity in the call center environment .

In 2008, HR saved over 1,100 hours of recruiting time equating to 141 (8 hour) work days resulting in cost savings for the company.

To find out how **Express Hire** can be used as part of your hiring process please contact us at the following email address:

viewscast@synovate.com

From a company
driven by curiosity



Synovate is a global market intelligence and research company full of curious people who continuously stretch the definitions of conventional research. The network provides clients with cohesive global support and a comprehensive suite of research solutions. The company operates across 6 continents, in 62 countries and 24 time-zones.

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