

# CASE STUDY - LARGE VOLUME CUSTOMER

## 600+ CONTACT CENTER AGENTS HIRED

### SITUATION

#### Summary

Our client, a Nasdaq-listed company that offers technology and customer service assistance for healthcare payers and providers, hires upwards of 600 inbound and outbound customer service/contact center agents each year.

We hire and place the agents for multiple training classes, so the hiring is complete over several weeks. Our client trains them and once they complete training, the agents go on to inbound and outbound interaction with our client's customers.

Agent skills run the gamut from entry-level CSRs to audit service support. All of the positions are remote.

#### Challenge

The pay rates for these long-term, contract positions are below market, and our client understands this is a factor in recruiting and how it adversely affects the calibre of the people hired.

### OUTCOME

#### Hire Dynamics Solution

- A proactive recruiting plan. The key to large volume recruiting is to build a detailed hands-on recruiting plan. Over the years, we've discovered what works and what doesn't when it comes to recruiting for this client. We've built the plan, improved the process continuously as we find strategies that work better, and – most importantly – we follow the plan.
- We're always recruiting. We have recruiters on our internal team who recruit only for this client. Due to below-market pay rates, we over recruit to ensure the client's volume need is met.
- Robust recruiter support. We also ensure our recruiters have the administrative support they need so they can focus just on recruiting; a terrific team of savvy admins schedule interviews, background checks, and drug testing, etc.
- We provide our talent with clear roadmaps, including client information, a timeline regarding what happens if hired, and what's expected of them.

### RESULTS

- 650 people recruited (an additional 50 are for historical talent fall-off).
- 15% of the 600 people on assignment become HD Grads (are assigned to the client's payroll) each year.
- 9 years this client has asked us to recruit for these critical temporary assignments.