HOW QEVAL HELPED A RECRUITMENT COMPANY
ENHANCE CUSTOMER EXPERIENCE IN A QUARTER BY 3%

About Client

The company is an established firm in the field of RPO and deals in offshore recruitment services. It offers custom services to assist staffing organizations worldwide. The services of the company vary from recruitment and administrative regions to catering personalized facilities and solutions to help industries looking for human resources.

The Problem

The client felt the need to measure and analyze their Voice of Customer (VOC), CSAT (Candidate Sentiment Analysis) and recruitment rates of candidate acquisition hence they were looking for a tool, which could help to improve their calling techniques.

The Results

After applying the procedural techniques of QEvalPro, the improvement in CSAT was observed to be 4%. Along with this were the augmentations recorded for representative effectiveness and convinced candidate closing rate. Additionally, QEvalPro also helped the client to receive enhanced customer base and market insights which helped them in overall ROI for their operational processes.

Strategical Methods from QEvalPro

Some of the calls from the client were shortlisted to identify the overall performance of representative, candidate sentiment analysis and VOC. Over 30% of sample calls from the client were also availed for QA process. Many of the sample calls were also evaluated by implementing some of the various QEvalPro reports including:

» **Overall Program QA Score**- This report displays overall program QA score at parameter, section, and overall level. Users can apply filters to view this report as per requirement such as at center level, partner-level sub-program level etc. With the use of this report the leaders can determine declining areas of the team and hence focus on their coaching programs.

» **Program Summary Report by Agent**- With this report, supervisors can determine the lacking portion of the program alongside the areas they are struggling with. This report also helps to train the representatives for their underperforming areas to enhance their presentation.

» **Call wise QA Score**- This report generates the raw data of the evaluations. This report can be used by organizations to filter and identify impacting transactions and use them as instances to coach recruitment representatives.

» **Trending Report**- Trending report provides resourceful data for supervisors to observe scores for every week or every month in terms of quality scores of specific parameters or overall scores. Also, this report is helpful to determine the QA score tending on Compliance Parameters or any other specific parameter.

With the implementation of the above mentioned reports, remarkable growth in terms of representative performance and CSAT was noted down.

LEVEL-1
Key Driver Analysis
Operation

LEVEL-2
Quality of Service on
Phone B Process

LEVEL-3
Overall Experience
with Solution

To rectify the consistent downgrading performances of representatives, the level of services and closing graph of the recruitment, the analytical techniques of QEvalPro were engaged, which streamlined the fluctuating outcomes thereby impending to the desired result.