

EVOLVIEW

EXECUTIVE BRIEF

The Power of Certainty

BY MICHAEL DEKSHENIEKS



Jack Welch, former CEO of GE, repeatedly said “The whole game is about talent; whoever finds the best team wins.” The pursuit of talent that can contribute to the business remains a constant challenge for all executives and managers. For businesses with a large hourly work force, such as call centers, business process outsourcers, retail stores or hospitality chains, the challenge is magnified.

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The reality is that these businesses live with a great deal of uncertainty in execution, customer satisfaction, and profitability due to high turnover and poor performance throughout the organization. Efficiency is often a victim to common practice, which negatively impacts business partners, hiring managers and recruiting teams.

Similar to a high-performing manufacturing process, the performance outcome of a call center's or BPO's hiring, training and operations depend on the quality built into the process; in particular, the talent and the process. The reality is that most organizations resort to heuristics and proxies to evaluate candidates who may or may not be successful on the job. These proxies perpetuate the hiring biases and overall poor performance of the system – and the overall operation.

If such talent processes remain unaddressed, the result is a flow through effect, creating an immense amount of overhead cost, poor performance, and uncertainty. Operations leaders frequently ask themselves:

- Can I fill the next training class and how fast can I ramp?
- How much additional business can I pursue and successfully deliver?
- How long will it take to get to profitability?

From a process perspective, recruiting teams flounder in piles of resumes that grow stale. These teams churn out candidates in a reactive and inefficient manner month after month to keep up with the demand from the operational sites.

Some technologies simply automate the existing screening and hiring process; they do not enhance the quality of sourced and hired candidates, nor do they attempt to tie on-the-job performance data to pre-hire data to refine the model over time.

Evolv changes the game by creating certainty in the most important part of your business — talent! Improve the caliber of your talent base by continuously improving the model from your on-the-job data and learnings and by gaining significant efficiencies within the ranks of the recruiting teams. From an executive point of view, the metrics clearly answer the question of value and contribution.

Create certainty in your business by:

- Getting the right people in the right program using limited recruiting resources
- Optimizing for the business ramp with the confidence to achieve it
- Increasing talent tenure while decreasing mean time to performance (learning curve)
- Knowing you will keep more customers, outperform the competition, win new business, achieve your business contract metrics and increase profitability ■

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About Evolv

Evolv is the leader in on-demand Talent Intelligence solutions, enabling enterprises around the world to systematically improve their operations, brands and bottom line through superior talent. Not only that: both employees and employers enjoy a better job match, improving day-to-day satisfaction. Clients benefit from a world-class combination of selection science, analytics and continuous improvement that translates disparate data into actionable business intelligence, identifying more productive talent that stays longer. Employees benefit from the satisfaction of excelling at jobs well suited to them. Evolv delivers data-driven certainty and custom-configured solutions that easily integrate with existing workforce solutions such as applicant tracking systems. Visit www.evolvondemand.com or call (866) 971-4473.