

Hospitality Contact Centre Case Study



The Challenge

Our hospitality sector client was struggling to objectively and effectively differentiate the large volume of applicants to their contact centres and was looking for a solution to identify the best candidates for outbound based contact centre roles. Our client also wanted to reduce the workload for their recruitment team through a more efficient process.

The Solution

Our in-house occupational psychologists conducted a robust job analysis to determine 'what good looks like' in their particular contact centre setting. The job analysis process included stakeholder interviews and high performer shadowing, followed by a validation study, whereby current contact centre agents completed on of the Arctic Shores game-based assessments.

The data collected uncovered the differences between high performers and below-average performers based on the key metric of calls to bookings. The information gathered was used to identify job-relevant traits that were predictive of high performance in the role. The data from this entire exercise provided the inputs for a bespoke algorithm (the Fit Score) which was configured on the Arctic Shores platform.

The Results

Predictive analytics highlighted that above average contact centre agents made:

- **28% more bookings in value** than the lowest performers
- **4% more calls** in a month on average

While high performance contact centre agents made:

- **66% more more bookings in value** than the lowest performers
- **10% more calls** in a month on average

Find out more at arcticshores.com