

# USING SKILLS TESTING AND TALENT BULLSEYE FOR RECRUITING AND EVALUATING TELEPHONE CONSULTANTS



# CUSTOMER OVERVIEW

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Mission Federal Credit Union operates as a federally chartered credit union. The company offers checking and savings, money market, and retirement accounts; online and mobile banking and others. The company was founded in 1961 and is headquartered in San Diego, California.

# BUSINESS CHALLENGES

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Mission Federal Credit Union wanted to predict the tenure and the performance of the best employees and identify candidates that can perform once they are on the job.



# THE SOLUTION

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Mission Federal identifies their measures for hiring success by using two scores. The first is a 90-day review score and the second is an annual performance review score. Mission Federal has also identified the 180 day as a key indicator of a successful hire.

They decided to use eSkill assessments to measure and predict employee performance. eSkill testing review process included all available employee related information on those that were hired in the last 12 months and the existing employees from the same time period.

**Thirty employees and candidates participated as test subjects:**

- 5** Existing Employees
- 25** Incoming Candidates



**Existing employees were tested in an effort to establish a baseline of “success”**



**All test subjects were given the same amount of time to complete both assessments.**

The skills test (named SkillsScore) was created with original content agreed between the client and client success manager. This test was labeled Telephone Consultant Test and had 25 question from subjects like:



**Inbound Call Service Simulations**



**Customer Service Skills**



**Bank Teller Skills**

The behavioral assessment (named FitScore) was centered on the critical behaviors deemed important for performing the job successfully, such as extraversion, stability, reliability and autonomy. This behavioral assessment also included a Critical Thinking and Reasoning portion.



# HOW DOES CREDIT UNION EVALUATE THE CANDIDATES' SCORES?

There are a couple of metrics that Mission Federal Credit Union (MFCU) uses to measure success at the company. MFCU performs a 90-day and annual review of all employees. Each employee is given a score based on a 1-4 scale. Their threshold is a 2, with anything below that requiring disciplinary action. MFCU also deems a “successful hire” as someone who stays longer than six months. If an employee has a satisfactory 90 review score, they typically make it to the annual review.

Annual reviews follow the same procedures and the core competencies measured remain the same. The difference in annual reviews is MFCU focuses on performance within the role. Such performance measures are broken down into:



**Member  
Experience  
Survey**



**Agent  
Availability**



**Dependability**



**Operation  
or Quality  
Control**





# RESULTS

In essence, while the behavioral assessment and the skills test evaluate core competencies and performance measures without negatively impacting tenure, the cognitive score is not predictive of any of the performance measures being used.



**Higher FitScore has strong correlation with annual performance review**



**Higher SkillsScore has a strong correlation with 90 day performance review**



Turnover for this group was 36% for the period



89% of those that separated voluntarily before the 180 day mark, had cognitive scores higher than 80% and lower FitScores



Those separating averaged 119 days



This tells us that the skills test is best at predicting the 90 day performance and the behavioral assessment is best at predicting the annual performance review.

# CONCLUSION

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eleserv has helped identify candidates that can perform once they are on the job. All test subjects scored at least a 70% on the Telephone Consult Test. During the time period that we captured data, only one person (4%) moved on from the company due to performance related reasons. The results support the notion that people who score well can jump into the role without additional training. MFCU understands that it takes a certain type of person to be successful in a call center environment, and the TaltentBullseye assessment is able to highlight the traits that meet the desired profile. Candidates and existing employees that had a high “Fit Score” on the behavioral assessment typically had strong 90-day reviews and annual reviews when applicable.

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# ABOUT ELESERV

Based in Waco, TX, eleserv is a group of talented management and service professionals that help organizations maximize growth by helping them hire the right people and developing them to their full potential. They have assembled a wide variety of assessment tools that help organizations with hiring, employee development, leadership development, and customer service training. Our goal at eleserv is to help our clients achieve a strong ROI from their people assets all while providing a world class customer service experience.

With over 100 years of cumulative experience in the Talent Management industry, eleserv has worked with clients of all sizes including ElKay Manufacturing, Sitel, Home Instead Senior Care, Tectonic Group, Kiwi Partners, and Morgan, Lewis & Bockius among others. With a laser focus on customer service and a wide variety of skills test and behavioral assessment solutions, combined with a wealth of knowledge, eleserve can help you with most of your Talent Management needs.

## WHY OUR CLIENTS CHOSE ELESERV OVER OTHER VENDORS?

- World Class Customer Service
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