

# CASE STUDY

## NATIONAL TAX SERVICE PROVIDER



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## BACKGROUND

A well-known national tax service provider was looking for a partner that would assist them in finding better talent for their seasonal customer service workforce in the Kansas City Call Center. Initially, the need was for 250 seasonal employees (year one) with an increase of 50% for years two and three. WSI took on this challenge in July 2005 with a goal of recruiting seasonal employees who would achieve higher productivity and greater dependability.

## CHALLENGES

- Hire quality agents for seasonal work (3–6 months)
- Increase productivity of customer service agents
- Increase customer satisfaction surveys from customers
- Decrease attrition

## SOLUTIONS APPROACH

- WSI provided an on-site management team to handle all recruiting, hiring, performance management and employee relations support for 1,000 seasonal employees.
- Potential employees went through a structured pre-employment screening process which included an online personality/aptitude test created to measure specific performance metrics the client was trying to achieve.
- Only those candidates who scored in the top two tiers of a 4-point scale were eligible for hire and continuing the employment process.

## RESULTS

- Decreased attrition from 39.4% to 9.4%
- Customer satisfaction scores increased 11%
- Successful ramp-up and ramp-down to meet client's call volume, hiring 1,000 employees by year three

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### PURPOSE-DRIVEN RECRUITMENT