

On-Target Recruiting of Telemarketers



North America

Business Issue

High recruit times and worker attrition in telemarketing division

The telemarketing division of a consumer products company had a new general manager and a need for telemarketing staff. As is true in many call centers, the burn-out-rate at the client site was high and attracting and keeping the right talent was tough. The general manager turned to Manpower for help.

Solution

Two pools, thorough interviewing

After reviewing the positions and the skills needed, Manpower outlined a talent strategy. Two separate candidate pools were outlined – telemarketing and canvassing – and sourcing strategies for each were created. Manpower found the candidates who met the skill and personality profiles, conducted thorough interviews and presented them to the client for the next round of interviews, as requested.

Results

Decreased cost, time to hire; increased performance

In the past, the client had repeatedly battled with slow recruit times and worker attrition. With Manpower's talent sourcing and interviewing expertise, the client was able to quickly build up a more stable, high performing group of telemarketers.

The process with Manpower has become so refined that when talent is needed, the client simply asks for new hires to be sent directly to the training site. This saves the client time and money, and the on-target talent enhances customer satisfaction and sales.

