

# Business Services: Facing Costly Turnover and Demands for Better Candidate Experience.

*INCORPORATING MORE ENGAGING HIRING  
PRACTICES TO COMBAT NEW CHALLENGES*

Hire★Vue

# Business Services: Facing Costly Turnover and Demands for Better Candidate Experience.

The business services industry is a foundation of the economy, supplying critical services necessary for economic growth. While the majority of hiring in the industry is professional, there is also a significant amount of high volume hourly hiring, particularly for roles in tech and telco like call center and customer service positions.

Hiring teams have had trouble filling professional roles like software engineering and IT roles and management positions at headquarters, branches, and subsidiaries. Company culture is an increasingly important factor, and according to the 2021 JobVite Survey 94.3% say the importance of company culture in the decision to apply for a job is “somewhat” or “very” important. In this candidate-driven market, archaic practices have limited hiring teams, as candidates are increasingly opting for companies with quicker, more engaging hiring processes.

In addition, the industry has been hit with unprecedented challenges. [During the pandemic](#), customer service calls increased by 50%, and 75% of consumers reported feeling that customer service became worse during the pandemic. It doesn't help that during this time employees have had to simultaneously adapt to [new remote or hybrid work environments](#) with new onboarding and training challenges while trying to manage their increasing call loads.



# Core Challenges

Hiring teams in business services are facing major obstacles:

- Candidates care about their experience.
- Candidates are seeking companies that align with their values.
- High turnover is costly.

## CANDIDATES CARE ABOUT THEIR EXPERIENCE

Lengthy, outdated, and opaque processes turn off professional and hourly candidates alike. And unfortunately, many companies hobble recruiters with clunky processes and ones entirely too long. For example, processes that include screening and panel/group interviews for large call center hiring classes are inefficient and unstructured. These hiring practices prevent recruiters from quickly evaluating candidates for key skills and competencies before an interview. Not to mention, if they move too slowly, they'll likely miss out on the best candidates—and hurt the bottom line.

According to the 2021 JobVite Survey, percentages have increased for the top reasons candidates give for a mostly negative experience:

- 68.2% Lack of response from employer/recruiter
- 60.8% Complicated job application process
- 40.01% Too long of a hiring process/too many rounds of interviews

And worth noting, the survey found that **79.4% prefer scheduling an interview via text over email or a phone call.**

## CANDIDATES ARE SEEKING COMPANIES THAT ALIGN WITH THEIR VALUES

Candidates, especially those early in their careers, want to work for purpose-driven companies they feel are making an impact. They feel companies that don't update their candidate experience don't respect their time.

According to the JobVite Survey, Candidates also value DEI goals, as 67.6% of candidates surveyed have inquired about the employer's goals and efforts around improving diversity in the workplace during a job interview.

## HIGH TURNOVER IS COSTLY

High turnover in call centers is not a new challenge, but the Great Resignation has only made it more difficult. Call center turnover is averaging between [30-45%](#), and turnover is expensive. From the cost of job advertising to lost productivity and knowledge when an employee leaves, replacing a single call center agent can cost between [\\$10,000-\\$15,000](#). Given the high volume of hires and turnover in call centers, these numbers quickly accumulate to hundreds of thousands or more—dramatically impacting the bottom line.



# How HireVue can help.

HireVue leverages automation, texting, and science-backed hiring to ensure teams can hire quickly and efficiently, saving on their bottom line, while also improving both employee retention, candidate engagement, and their overall employer brand.



Engage via  
text/chatbot



Screen & Assess with  
chat and game based  
assessments



Candidate self  
schedule



Virtual or on-site  
interview



Keep candidates  
engaged post-hire

## GO BEYOND RESUMES AND IMPROVE RETENTION

HireVue identifies and fast tracks the candidates with the skills and certifications needed to better retain employees and achieve your strategic business goals. HireVue consistently evaluates all professional recruits on the actual skills that predict job performance—not resumes, GPAs or degrees. HireVue assesses candidates for job-relevant skills and competencies and provides deep insight into a candidate's job aptitude. By assessing things like conscientiousness, emotional intelligence, problem-solving, and other key job-relevant skills that are critical to tech and telco companies, HireVue measures a candidate's ability to grow with your business. Remember—technical skills can be trained. And with HireVue, you can engage and hire call center and customer service agents with the right skills faster with a streamlined text and science-driven hiring process.

LanguageLine, a global leader in translation services, was struggling to screen candidates' language proficiency. It took too long, and they were only able to screen around 40% of applicants—and it took around two weeks to schedule an interview. By leveraging text and conversational AI, 70% of applicants completed the chat-based process and scheduled an interview all within 11 minutes or less. They were finally able to fill evergreen roles that had been open for years.



# How HireVue can help *(continued)*

## HIRE QUICKLY AND EFFICIENTLY

You can better support your clients with better hiring. By streamlining your hiring process with **text engagement and automation**, HireVue drives hiring efficiency, so you can get back to serving your customers.

Of candidates surveyed, 89% said interviewing with HireVue “reflected positively on the interviewing company brand.” Additionally, **teams that use HireVue saved \$9,500 per candidate from process efficiency** and saw a **2.5X increase in candidate throughput**.

Telstra, a large international company, hired 3,000 call center representatives in less than 2 weeks while saving 8,200 hours of screening time.

## BETTER ENGAGE CANDIDATES AND IMPROVE THEIR EXPERIENCE

HireVue ensures hiring fairness, consistency, and transparency by building interviews with validated questions, so all candidates have the same great experience—that can be completed in under 30 minutes. Plus, text engagement and automation prevents candidates from dropping out throughout the hiring process and even allows them to schedule and reschedule interviews when convenient. Worth noting, **60% of HireVue OnDemand interviews were completed outside business hours**.

By enabling recruiters to focus on high-impact activities, rather than the transactional tasks they’ve traditionally needed to tackle, they are empowered to build relationships with hard-to-hire candidates and manage high-profile initiatives like candidate experience, employment branding, and improving workplace diversity.

One large international consulting firm with over 120 recruiters received 100,000 applicants annually. With HireVue’s **OnDemand Interview and game-based assessments**, they saw a great improvement to their hiring process. They discovered their interview conversion rate was up 16%. And with a process that now takes 15 minutes to complete instead of 60, they’ve seen an increased CSAT score of 85. Thanks to their HireVue Workday integration and automated interview scoring, they also have enjoyed a 184% increase in video interviewing and assessment adoption amongst their hiring team and **saved 5 hours per candidate**.

# Customer story

## LARGE CONSULTING FIRM

Incorporated video interviewing, Assessments, and HireVue Coordinate to increase bandwidth, combat bias, and improve candidate experience.

### Problem:

Long, antiquated processes that not only relied on internal bias but were unable to review a large number of candidates

### Solution:

Initial implementation of HireVue Video Interviewing and upon seeing its success, added Video and Game-Based Assessments plus HireVue Coordinate for scheduling

### Results:

- 4,881 Recruiting hours saved (1,000 solely from video interviewing solution)
- 1,000 Hiring manager hours saved
- 12,000 Candidates in the funnel with HireVue vs 5,000 without HireVue
- 100% Candidate engagement
- 50% More candidates hired after in-person interviews
- 72 NPS score

