



Decreased Turnover: A Recruitment & Hiring Success Story

Client: Large, global retail financial institution

Client's goal: Increase retention rate among front-line customer service representatives

Client's result: 50% decrease in 120-day (year over year) turnover rate for front-line customer service representatives

AlignMark's Role: Redesign recruitment and hiring process to incorporate initial online assessment of applicants' work experience and preferences and integrate online assessment of job competencies into latter segments of the hiring process

Additional Comments:

- 4,000+ applicants per year were initially eliminated without the need for any action by recruiter – a considerable time and cost savings over the prior process
- 2.5 qualified applicants matriculated the complete hiring process for each job opening, thereby providing considerable flexibility for extending actual job offers