



## Decreased Turnover: A Recruitment & Hiring Success Story

**Client:** In-house Call Center within Financial Services Industry

**Client's goal:** Decrease 120-day turnover of outbound sales associates

**Client's result:** 120-turnover decreased 25%

**AlignMark's Role:** Redesign recruitment and hiring process to incorporate objective assessment of applicants' consultative sales skills and work orientation factors

**Additional Comments:**

- ⇒ 120-day turnover reduced from 51% to 38% - a 25% decrease
- ⇒ Decreased turnover resulted in cost savings of \$546,000 annually