

Brainbench Case Study: SaskTel

**Telecom Provider Reduces Call Center
Cost-per-hire by 80%, Time to Hire by 93%**

Solution At a Glance:

Online Skills Assessment for Call Center
Candidate Pre-Screening

Problem:

Recruiter-intensive candidate screening process
limits organization's ability to fill call center
positions.

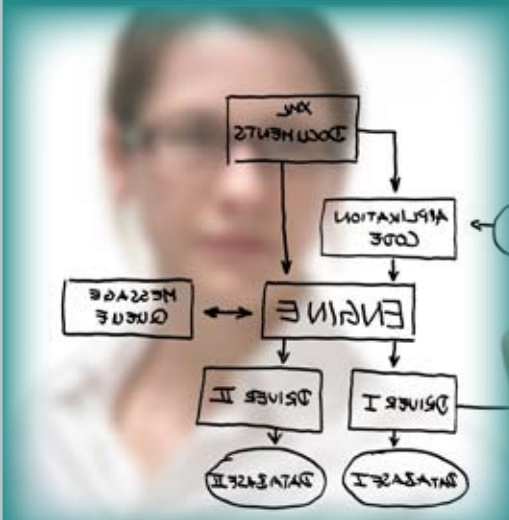
Solution:

Automate candidate pre-screening with online
assessment of key skills. Advance top performers to
interview and hiring process.

Result:

Online pre-screening solution with objective skills
metrics delivers improvements across the
recruitment process:

- Cost-per-hire reduced from \$420 to \$80 (80%)
- Candidate interview-to-hire ratio rises from 37% to 80%
- Significant drop in post-hire attrition
- A 400% improvement in recruiting production



Brainbench Case Study: SaskTel (Cont.)

Original Process

# of Candidates SIM'd	24
# of Candidates Successful	8
# of Recruiters Involved in Assessment Process	2
Loaded Labour Rate per Recruiter	\$78.28/hr
Time/Candidate	0.5 hr
Total Cost / # of Successful Candidates	\$234.84

With Brainbench as Part of the Process

# of Candidates SIM'd	24
# of Candidates Successful	8
# of Recruiters Involved in Assessment Process	1
Loaded Labour Rate per Recruiter	\$78.28/hr
Time/Candidate	0.1 hr
Total Cost / # of Successful Candidates (Recruiter Time and Cost of Assessment)	\$113.48

Brainbench Case Study: SaskTel (Cont.)

In Summary

“We use a variety of technical tests from Brainbench’s test library, enabling us to ensure we have the necessary knowledge to make smart hires for these positions that are so critical to the operation success of SaskTel,” says Mitschke Hanna. “Once again, SaskTel has realized significant benefits in terms of time, cost and accuracy.”

“SaskTel continuously looks for other ways to incorporate Brainbench into their hiring practices,” she remarked. “The testing is reliable, timely and objective and has contributed to increasing the transparency of our selection process.”

