

Source, screen, and present: Call center hiring.

A focus on the front end of the recruiting process.



One of the world's largest wireless communications service providers sought talent acquisition support for its call center hiring operations. Focusing on the front end of the recruitment process, the company opted for a source, screen and present model to ensure only qualified candidates would be delivered to them.

Based on the success of an earlier source, screen and present project, the company turned once more to Korn Ferry for an engagement that would last three months. Korn Ferry's proven approach to behavioral interviewing was a key differentiator for the client given insight it provides into whether a candidate is a fit, culturally speaking.

Korn Ferry deployed a team of recruiters, numbering between six and ten, that could flex and scale in response to changes in hiring demand. All resources were granted system access and fully trained within the first week of the project launch.

In addition to filling current Customer Service Representative vacancies the company had an eye to the future, seeking also to build a candidate pipeline for future hiring needs. Thus, **each recruiter was tasked with conducting five behavioral interview screens per day** to meet client demands.

In response to challenges stemming from small candidate pools in certain call center regions, the Korn Ferry team leveraged our AI sourcing capabilities. When candidates were not yet ready for behavioral interview screens, the team persisted, scheduling follow-up assessments and inviting candidates to hiring events. At each turn, the team sought to consistently improve the process, driving ever greater efficiency and efficacy.

Status updates and performance reporting were delivered to client stakeholders weekly to help manage workflow and measure productivity. Key to the success of the project was constant communication between the client and Korn Ferry teams. Client recruiters needed to be well-informed in order to give their hiring managers the information they needed in preparation for interviews with candidates.

In three months, the Korn Ferry team **conducted 1,575 behavioral interviews** and **presented 763 candidates** for hiring managers' consideration. The client decided to **extend an offer to more than half of the candidates presented.**

About Korn Ferry

Korn Ferry is a global organizational consulting firm. We help clients synchronize strategy and talent to drive superior performance. We work with organizations to design their structures, roles, and responsibilities. We help them hire the right people to bring their strategy to life. And we advise them on how to reward, develop, and motivate their people.