



etalk JASS™

... Job Applicant Screening Simulator

Is hiring and retaining good agents a challenge for your contact center?

For most contact centers the answer to this question is “yes”. Especially considering high turnover and recruiting costs, expensive and ineffective incentive methods and the remarkable fact that some organizations don't have any method at all to reduce turnover - they just pass those costs along to their customers.

Industry experts estimate that the average cost to recruit, screen and train new employees is between \$9,000 and \$15,000. When you combine such large initial expenditures with turnover rates of 30%-60%, it is easy to see how just a small improvement in turnover can have large dividends for any contact center.

Because hiring quality employees is vital to the success of your contact center, etalk meets these industry challenges with etalk JASS™ (Job Applicant Screening Simulator), a critical component of etalk's Performance IMPACT Solutions.

JASS allows contact center management to make informed hiring decisions by quickly and efficiently screening applicants. JASS also ensures that applicants that successfully complete JASS are qualified to meet your specific requirements and should advance to subsequent stages of the hiring process.

JASS puts applicants through a realistic preview of the contact center environment. This innovative, customized and calibrated approach can dramatically reduce the time and cost of screening potential employees. With JASS, you have the tools you need to hire a more stable and productive call center work-

Major Features Overview:

■ Refine the Hiring Process with an Interactive Job Preview

etalk JASS is a software-based, interactive applicant screening simulator. By replicating the experience of listening to customers, solving problems, and using a computer, JASS realistically recreates the call center environment. Job applicants work through the simulation to demonstrate their ability to perform the basic tasks required by your work environment. Then, based on values unique to your organization, JASS produces a single pass/fail score for each applicant.

JASS is quick, easy, and completely self-directed by the prospective employee.

JASS saves you time and money by eliminating the need to interview unqualified

- prospects. By using JASS, you select from a better pool of applicants. Better applicants become, better agents. Better agents don't get fired. They stay longer because they are better at the work and it's work they actually want to perform. In one particular real-world deployment a manager group was spending 12 hours per day screening applicants. JASS has helped reduce their representative turnover during training by 40% and yielded a cost savings per new hire of 300%. Another JASS customer reported a reduction in turnover by 29% coupled with an overall performance improvement of new agents.

Calibrated to Provide a Better Predictor of Applicant Abilities

- Instinctively, every hiring manager knows the kind of people they want to hire on a subjective level – and they could actually hire some good agents. However, calibration provides a defined, legal, objective way to identify what characterizes the best applicant for your call center – based on what makes your current agents successful. Simply put, JASS makes that instinctive or gut feeling real. Calibrated scoring that is geared towards your specific needs is more accurate than one focused on the general population.

JASS incorporates the industry's most precise and custom calibration technology. Unlike traditional screening or personality assessment systems – which apply the same generic parameters to every situation or question – etalk's JASS examines up to 100 of your current agents, and then uses that information to identify the agent characteristics that best meet your needs. Using the expertise of an Industrial Psychologist, the calibration process customizes your score model to identify those characteristics that lead to success in your call center. With JASS, you can also calibrate applicant screening for differing contact center groups within your organization.

JASS Features

■ Reduce the Workload of Hiring Managers

Why waste manager's valuable time conducting face-to-face interviews or telephone screens with a large number of prospects that you're not likely to hire? JASS eliminates the need to manually screen applicants for attributes that meet your contact center requirements.

JASS automates even the simplest tasks so that managers have more time to perform other critical duties like evaluating and coaching productive agents. By providing the complete set of pre-test instructions, automatic scoring tabulation, interview calendar options and simplified reporting, JASS requires virtually no administrative interaction...saving additional time and money.

- Using JASS and other test-based screening tools require strict adherence to certain standards, guidelines and protocols. Most notably, JASS meets EEOC concerns regarding disparate treatment of applicants as well as neutrality concerning race, gender and age. To eliminate situations of disparate treatment – a person treated differently than other applicants – JASS provides each applicant with the same detailed set of pre-test instructions and the same set of call simulations.

The Validation Report – provided as part of the calibration process – addresses in detail the adverse impact with an extensive analysis for race, age and gender by applying industry-standard statistical definition and analysis of adverse impact.

■ JASS Tests for 7 Critical Skills

etalk JASS tests and measures 96 parameters designed to determine which applicants are qualified to be agents in your contact center. JASS evaluates key skills, including:

- **Learning** - Does the applicant improve with each call?
- **Empathy** - Do they show customer service capabilities?
- **Logic** - Is the applicant a problem solver?
- **Listening** - Does the applicant pay attention to the caller?
- **Politeness** - Does the applicant show the caller courtesy and respect?
- **Accuracy** - Can they input and report key information correctly?
- **Speed** - Can they input information quickly?
- **And other characteristics** – Based on your specific call center requirements.

Effectively Simulates the Most Common Contact Center Call Types

Through rigorous testing and validation, etalk has identified and simulated the four most common contact center call types. JASS simulates each of these call types, allowing HR managers to assess applicants in the widest possible range of call situations. JASS simulates:

JASS Score Viewer Provides Immediate Data Analysis

Instant score roll-up and reporting provides hiring managers and administrators with quick and easy access to sort, view, save and print score reports. JASS scores can be stored locally on the PC where the JASS client resides or scores can be stored in a shared or network folder in a distributed environment.

The JASS Score Viewer shows administrators detail on the cut score, score model number, and times when the applicant is available for follow-up interviews. The cut score works in conjunction with the calibration. Calibration gives you the kind of people you're looking for. However, adjusting the cut score higher or lower is an easy way to keep the calibrated selection parameters for your call center while increasing/decreasing the number of potential candidates.

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Systems Specifications:

Platform

- Windows 95, 98, 2000, NT 4.0, or XP
- 24 MB RAM, or greater
- 120 MHz Pentium or faster microprocessor
- 170 MB of free space on the hard drive
- CD-ROM drive
- Mouse and sound card installed
- JASS hardware key installed on the computer's parallel (printer) port
- Monitor must be set to high color (not 256 colors) and 640 x 480 display resolution



