SimplyMustard

A Virtual Call Centre Assessment Centre *and* Data Aggregation Platform

The Call centre environment is moving fast, and when growing your team the risk of hiring the wrong person can be extremely costly. SimplyMustard has made it possible for businesses of every size to put candidates through ability & personality assessments designed to test their suitability for the role they are applying for.

The problem

Call centre work is changing

The work performed in call centres is changing due to automation and customer expectations. Call centre agents are required to have different competencies to be successful, with increased focus on complex problem solving in the context of automation.

Recruitment is costly and ineffective, leading to high attrition and turn-over

Ineffective, time-consuming and costly recruitment methods are not sufficiently tuned to identify agents that will stick and perform.

Assessments are not sufficiently flexible, nor predictive of performance

Generic assessment solutions are typically skills-based and not competency-based, which means they do not allow for flexibility to accommodate client-specific accepted performance criteria, resulting in high attrition and turnover of call centre agents.

No quick solution for comparing candidates

Multiple-instrument solution approach is often applied instead of a composite integrated solution that allows progressive elimination of candidates. Instruments do not make provision for industry and client-specific norms.

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The solution

Introducing the Call Centre Agent Assessment - brought to you by SimplyMustard

The instrument assesses and predicts the cognitive and behavioural properties related to the successful functioning of Call Centre Agents – those who deal with high call volumes and repetitive collecting and providing of basic information, as well as Call Centre Agents who deal with more complex enquiries that require specialised know-how in order to resolve issues in a short period of time.

The instrument asses and predicts the properties related to the successful functionary in the various types of operational positions associated to the Call Centre concept – ranging from the more simplistic functional position of agents who deals with high volume and repetitive collecting and providing of basic information, to agents who are dealing with more complex enquiries, time-consuming problem-solving, specialised know-how and the ability to resolve issues of an advantaged nature in a short period of time, being accountable for the matter by accepting full ownership and responsibility for satisfying their client in the process.

Request a demo now or contact us for more information.