



Evolv Uses Voxeo to Help Tackle Call Center Turnover

Evolv On-Demand's

call center hiring management solution helps companies optimize business performance by immediately identifying and hiring the best agents.

Voxeo's Prophecy IVR Hosting enables Evolv to incorporate automated outbound calling and voice recording into its web-based application and assessment process.

Solution Highlights

- ✓ VoiceXML-based IVR
- ✓ Hosted solution for fast deployment and on-demand scalability
- ✓ Outbound calls triggered by Evolv's web application
- ✓ Call recordings are made available to recruiters and hiring managers in real-time
- ✓ 100% Uptime Guarantee

Background

High agent turnover rates mean that call center recruiters need the ability to hire the right people quickly. Surveys of call center operations and hiring professionals show that the primary causes of agent turnover include poor fit, unrealistic job expectations, and unreliable agents.

Evolv On-Demand provides the leading hiring management solution for call centers. The end-to-end, web-based hiring platform combines unique selection content and automation technology to quickly identify and hire better performing agents who will stay longer.

Evolv speeds highly-qualified applicants through the hiring process based on criteria statistically proven to drive improved performance and retention in call centers. Similarly, Evolv reduces the time spent evaluating all candidates, particularly those with low potential.

The Challenge

To increase the efficiency of the agent hiring process, Evolv required an automated outbound calling solution to augment its automated web-based agent screening process. While an initial phone interview can provide recruiters with important insight into the phone presence of an applicant – which is of critical importance in a call center environment – scheduling and conducting these phone screens is often time consuming and frustrating.

Evolv was looking for a way to provide call center recruiters with a high-quality, clear representation of an applicant's voice without the need for a live conversation.

A previous version of Evolv's solution featured a toll-free number that job applicants were asked to respond to in order to complete their application. However, this legacy IVR system was difficult to program and configure, and was often unreliable.

Solution

After surveying the available solutions, Evolv turned to Voxeo to provide an on-demand (hosted), open standards-based IVR system that tightly integrates with their web-based solution.

Using Voxeo's free hosted developer portal, the Evolv team was able to quickly and easily test the solution before making a purchase decision. Unlike the prior IVR system, Voxeo offered an easy interface, straightforward configuration and new functionality that easily integrated with Evolv's web-oriented infrastructure. One critical feature is the ability to automatically launch outbound calls.

Additionally, Voxeo's hosted Platform-as-a-Service solution enabled Evolv to deploy the new IVR system quickly and without having to make expensive investments in hardware or supporting telecom infrastructure. Voxeo's fault resilient hosting architecture is supported by multiple, geographically distributed voice centers with an overall port capacity to meet 150% of Voxeo's peak call volume. The patented architecture, which is backed by the industry's first and only 100% uptime guarantee, provides Evolv with the ideal platform for their mission critical solution with an entry price that was easily affordable.

How Evolv On-Demand's IVR solution works

Evolv clients post their call center positions on major job boards, directly through the Evolv platform. Once job applicants click on a job posting, they are led to a web-based job application and assessment without ever leaving their browser. Each assessment, which measures dimensions such as skills, attributes, work style and motivation, is targeted specifically for different agent positions and is configurable by client. Company recruiters then use the results of automated scoring algorithms to quickly identify applicants with characteristics statistically shown to drive improved call center performance.

In the application, applicants are prompted to a) enter a phone number at which they can be reached after completing the application and assessment, and b) indicate whether or not they are available to receive a call at that time. If the applicant is available, the web application triggers an outbound call from the Voxeo IVR system immediately after the applicant has completed the application and assessment.

After the called party's identity is confirmed, the system records the applicant's answers to a short series of interview questions specific to the client's call center environment and culture. Evolv's application makes the recordings available within seconds for review by recruiters and hiring managers.

Solution Highlights

- Information provided by the job applicant can be used to trigger different versions of the outbound calling application. For example, an applicant's indicated language preference or a client's specific hiring requirements can be used to serve up call scenarios in languages such as English, Spanish or French.

- Recorded audio from the IVR interaction is posted to the Evolv servers in real-time and accessible via any web browser – giving recruiters and hiring managers a single place to go for easy, anytime retrieval of the recorded phone interviews.
- Use of open standard VoiceXML significantly streamlined development and integration with Evolv’s backend systems.
- Voxeo technology and methodologies for answering machine detection improve the success rate of outbound calls and streamline the user experience.
- If applicants are not available to receive a call from the IVR system, they are provided a toll free number to call at their convenience. Upon calling the toll free number, candidates will go through the same process as if they had been automatically dialed.
- Voxeo’s on-demand hosting service provides Evolv with a reliable solution that can scale quickly and easily to support fluctuating needs, and is backed by Voxeo’s unique 100% uptime service level agreement.
- Voxeo Extreme Support is available 24x7x365 to provide technical expertise to keep Evolv On-Demand’s IVR solution running at peak performance.

Advantages

- Eliminates dependence on the availability of the interviewer and applicant with an automated, 24x7 solution, thereby saving valuable time in the hiring process.
- Provides accurate, real-time insight into applicants’ phone presence while allowing recruiters to bypass live phone screens, narrow the selection pool faster and spend time evaluating only the highest-potential applicants.
- Frees recruiters to focus their energy on strategic sourcing, candidate management, and final selection as opposed to candidate screening.
- Increases application completion rates over providing a toll free number for the applicant to call at their convenience.
- Contributes to reducing the average hiring timeframe from weeks to days.
- Reduces subjectivity and bias in the hiring process.

For more information on optimizing your call center workforce, performance and profitability, visit www.evolvondemand.com or contact Evolv On-Demand at (866) 971-4473 or at info@evolvondemand.com.

To learn more about Voxeo’s on-demand hosting or on-premise IVR platform, and to try our solutions free, visit www.voxeo.com or email sales@voxeo.com.