



WRS Customer Care Module: Impact Summary

Situation

Since 2009 a global Visa processing organization has used the AccuVision WRS Customer Care module worldwide in order to make selection decisions for their agents. The assessment is administered in conjunction with a basic aptitude assessment. All assessments are delivered online in English.

To date, over 8000 individuals have been assessed. From those 8000 individuals 420 were hired. In order to examine the validity of the tool the organization wanted to track “early attrition” (defined by leaving the organization within the first six months) as well as the relationship to on-the-job performance.

Summary Results

Since the introduction of the assessment there has been a 24% decrease over the previous 24 months in early attrition. In addition, there has been a significant decrease in turnover in offices implementing the AccuVision module while there was no significant decrease in turnover for those offices not implementing AccuVision.

In addition to a decrease in turnover, performance levels on the AccuVision assessment were correlated with on-the-job performance ratings. Managers were asked to complete a separate questionnaire for the purpose of this analysis. There was a significant correlation ($r=.34$, $p < .01$) between assessment performance and the managers’ ratings. Correlations between the aptitude assessment and on-the-job performance ratings were also significant ($r=.17$, $p < .05$)

Anecdotal comments from managers also have been very positive. Comments include:

“We have upgraded our workforce considerably.”

“My staff is at a much higher level versus a year ago.”

“We have much better workers now that we have implemented the customer care assessment.”

Conclusions

Meta Analyses conducted over the years have indicated correlations between interview performance and job performance is between .1 and .2. This means that approximately 1% - 4% of the variance in performance is accounted for by the interview. For this (and other AccuVision Systems) the uncorrected correlation of .34 indicates that approximately 12% of the variance is accounted for by the assessment. This number is 3-10 times greater than the variance accounted for by the traditional interview.

These results are similar to ones consistently found examining the relationship between AccuVision and various measures of job success.