

indivizo+

CASE STUDY

New hires reaching 95% of top performers' KPIs in 3 months



ABOUT MAGYAR TELEKOM

Magyar Telekom Nyrt. is Hungary's leading information and communications technology provider, that connects to its customers' lives in a million ways. Phone, broadband, TV and IT: they have a high quality, reliable and uniquely wide service range. With their innovative solutions they aspire not only to lead but also to form the market and just as importantly, bridge the distance between people and make life simpler, easier and more colourful.

The Challenge

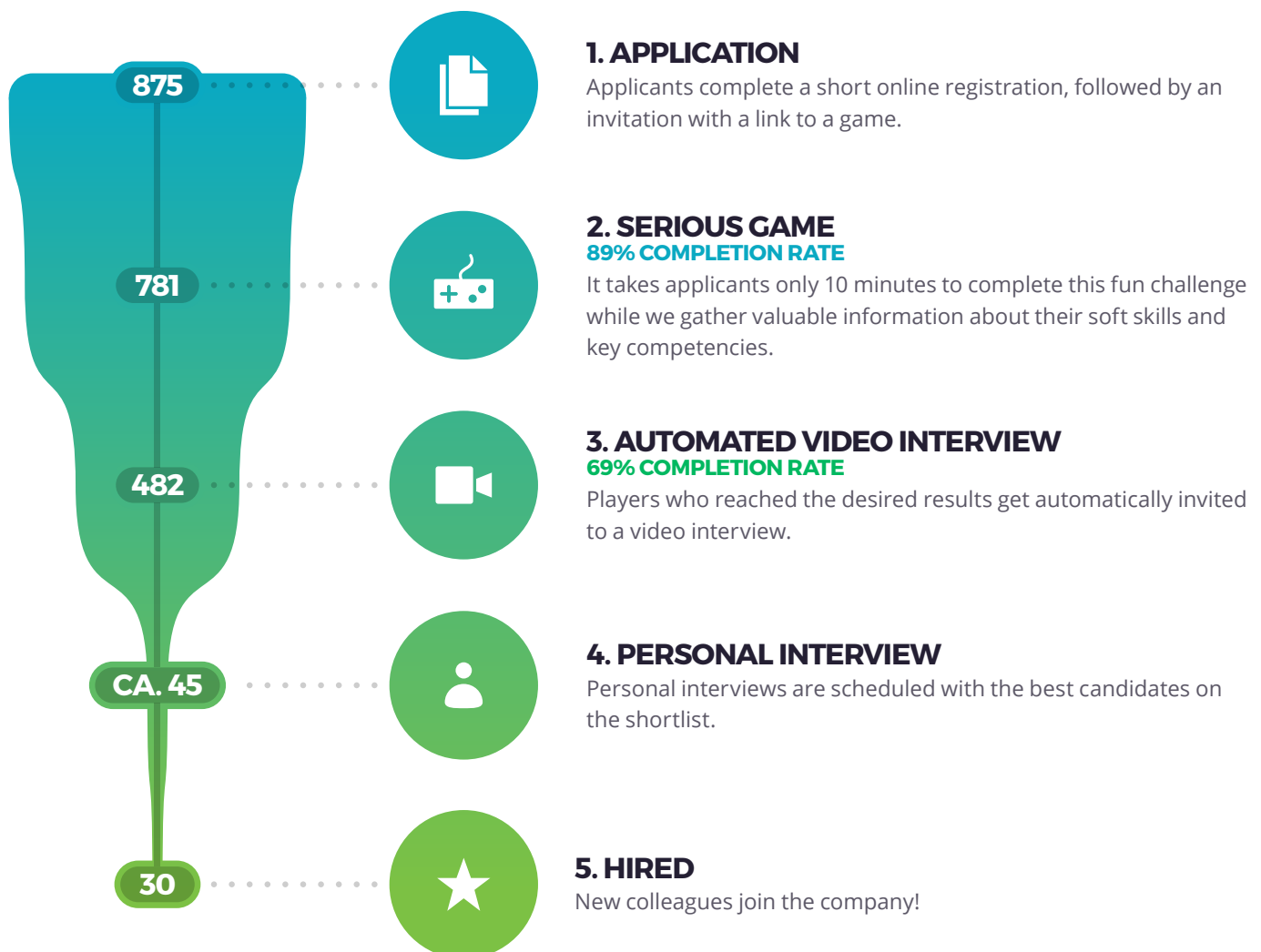
Magyar Telekom wanted to optimize their hiring process for finding new sales representatives. Their aim was to find an efficient solution that requires less of the hiring managers' time and lets them measure competencies in an objective way. At the same time, they wanted to provide an engaging experience for applicants that also has a positive effect on the brand's image as an innovative employer.

The Solution

Based on a detailed analysis of the situation, Magyar Telekom and Indivizo created a semi-automated recruitment process that consists of a few simple steps.

The Results

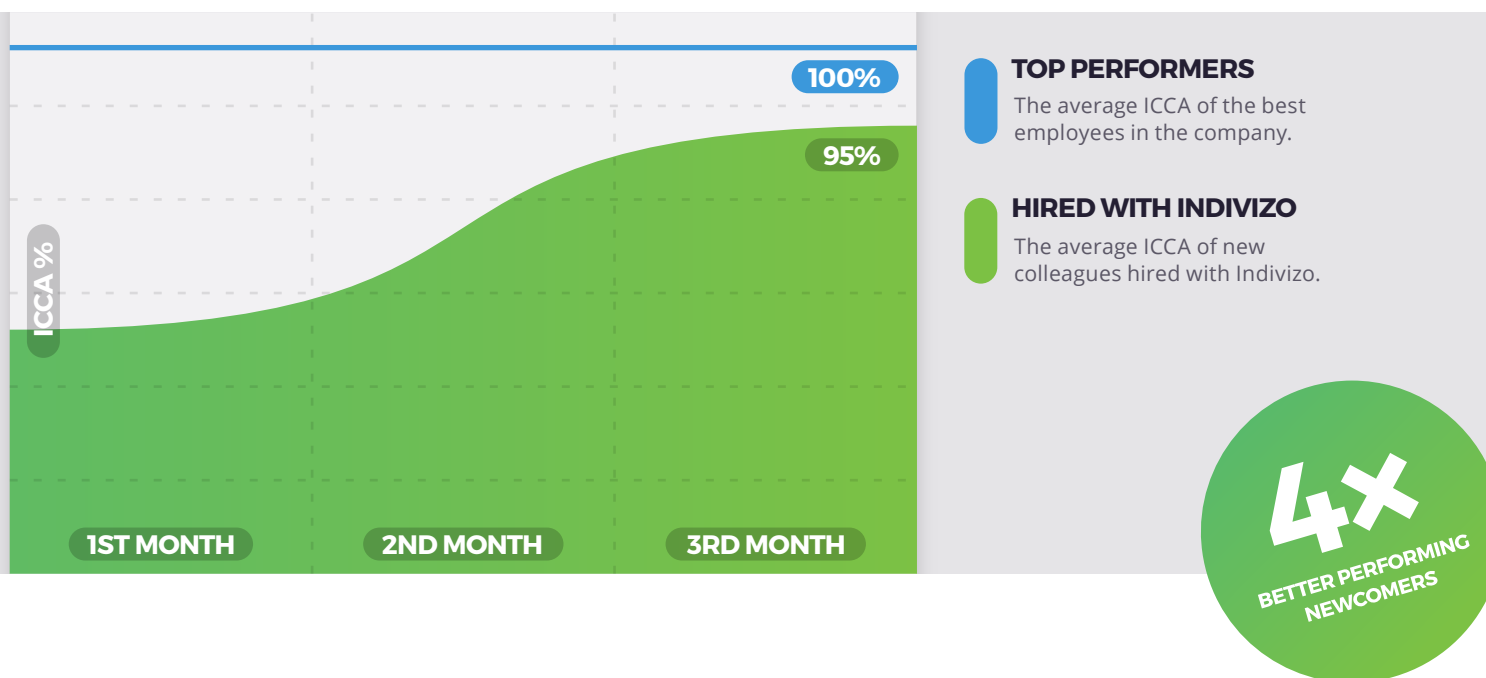
New hires, selected by using our data-driven recruitment process, reached 95% of top performers' KPIs in just 3 months. By integrating Automated Video Interviews and Serious Games into the process we managed to save valuable recruiter time and candidates described the process as exciting, enjoyable and positively challenging in their feedbacks.



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The group of candidates who scored above the serious game benchmark were very successful. Within 3 months, they nearly reached the score of top-performer colleagues who have been at the company for at least 1 year. The graph below illustrates the minimal difference between the new employees and the experienced colleagues.

The average ICCA (International Customer Contact Analysis) score of candidates who scored above the benchmark was 4x closer to the score of the top performers than the average of those who did not reach the benchmark and were chosen by recruiters manually.




ICCA (INTERNATIONAL CUSTOMER CONTACT ANALYSIS)


The ICCA program started in 12 European countries and aims to measure and encompass the main fields of the customer experience, such as customer service, retail, self-service, field-technicians, e-business, covering both fixed and mobile customers. Approximately 5 million customers were asked to complete the survey, based on the same questionnaire and reporting system.

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LET'S TALK!

WE WOULD LOVE TO HEAR FROM YOU!

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