

Work from Anywhere Means Hire from Anywhere – Are You Ready?

By now, work-from-home (WFH) has settled in as a long-term solution for many employers. This shift has fundamentally changed the hiring process. Companies can now look for the right candidates from anywhere around the globe. At the same time, candidates now have far more choice when it comes to selecting their employer.

In today's challenging job market, it's crucial for organizations to attract, nurture, and retain quality talent. Innovative solutions are essential to organizations seeking to streamline their hiring, predict what candidates will be successful, and quickly onboard and enable new members of their team.

Rethink the Hiring Process

Even in ordinary times, the cost and effort to hire and onboard new employees are not insignificant. Factor in high turnover rates brought about by the COVID pandemic, and many companies are taking a closer look at their hiring processes.

For example, a typical contact center conducts, on average, ten candidate interviews per hire. And it typically takes between five to seven weeks to recruit, hire, onboard, and train a new agent. All in all, the entire process is estimated to cost approximately \$6,500 per agent.¹

Intelligent interviewing solutions using voice, hard skill assessments, and predictive analytics are coming to the aid of employers by helping them identify skilled candidates. These services can be delivered in the form of virtual interviews, which can include language proficiency testing, domain quizzes, job previews, critical thinking, and even multi-threaded "chat" testing. Ultimately, this testing assures that the necessary skills exist and the ability to succeed is present, before a recruiter invests any time in a candidate, no guesswork required.

Not only do intelligent interviewing solutions make it easier and faster to engage and evaluate candidates, but they also help predict which employees would be most likely to succeed in the job. Predictive models have proven effective at identifying candidates that, once hired, stay longer and perform better in their role, which is what every organization strives to accomplish in its hires.

Today, many businesses are still short-staffed because of the Great Resignation stemming from the COVID pandemic. Across industries, companies are competing for the same employee base and must give candidates a better perception of their workplace culture up front.

This means that candidates have become more selective, waiting to find a job where they can succeed in today's post-pandemic era — and it means that organizations need to put their best foot forward to win the talent war.

From Day One to Fully Productive

It's vital to shorten the ramp-up time for new employees. In the past, new hires were able to get feedback, coaching, and support from peers or supervisors in person. Since the transition to WFH, companies the world over have been looking for ways to support employees virtually in this capacity.

The best approach is to create a working environment for employees in your contact center, branch, store, or back office that is simple to understand, with real-time, contextual guidance to help them complete tasks efficiently and accurately.

¹ *Research-Note-6-23-21-Verint-HireIQ-Acquisition.pdf*
(saddlecreeresearch.com)

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Executive Perspective

For example:

- **A unified interface** across communication channels helps streamline employees' work as they communicate with the customers across phone, chat, social media, or other channels without having to access multiple systems.
- **Real-time assistance** can analyze what's being said by customers in real time and trigger guidance to the employees on how to proceed. These solutions can also alert supervisors when necessary to improve the interaction outcomes.
- **Intelligent virtual assistants (IVAs)** can provide easy access to a wealth of information to support fast, accurate responses to customers. Using natural language to quickly ask questions to an IVA frees up time for employees to focus on the customer's issue.
- **Automated quality management** analyzes and scores up to 100 percent of interactions across channels to quickly spot any areas where new hires need additional training and coaching.

Your employees use modern applications in their everyday lives for tasks like shopping, banking, and traveling. Today's workforce has the same expectations for ease of use in their work lives as well. Providing these tools not only helps shorten the time it takes to train employees and get them up to speed, but can also drive employee engagement, motivation, and retention. With the high costs associated with hiring and training, retaining your employees is critical to the preservation of your investment.

Ultimately, as WFH transitions from reactive mode to a long-term sustainable model, both employees and management must continue to evolve their skills to be successful. Taking advantage of emerging technology helps ensure employees have the support and resources they need and are empowered to effectively engage with customers. And when employees feel supported and valued, they are more productive and less likely to leave your organization.



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