



Predictive  
Hiring

# How SureCall Completely Eliminated Resumes — And Identified More Top Performers



**About:**

SureCall is a 24/7/365 outsourced contact center that is set apart by state of the art technology, flexible architecture and streamlined programs.

**Industry:** Call Center    **Location:** Denver, CO and Calgary, AB

**Size:** 51-200 employees



SureCall's dependence on resumes to find top talent resulted in

**30%  
annual  
turnover.**

They needed a system that would predict who would contribute to their culture of quality and problem-solving right from the start of their hiring process.



With Plum, SureCall's

**annual turnover  
dropped to  
6%.**

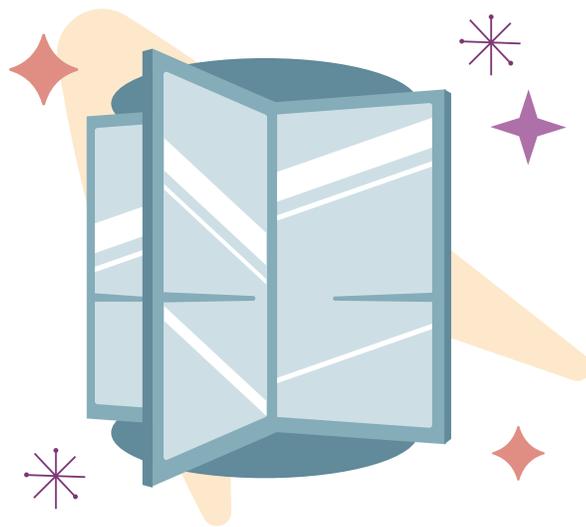
Plum Match Scores were able to predict high performing candidates so accurately that SureCall was able to remove resumes from their hiring process completely.

# The Challenge

**SureCall was seeing 30 percent turnover every year. The problem? Candidates looked great on paper, but when they entered the job, they didn't have the talents that made them a good cultural addition to the team.**

It's no secret that retaining call center representatives is a universal challenge for organizations in the call center industry, where the average annual turnover rate is between 30 and 45 percent (compared to the U.S. average of 15.1 percent across all jobs). SureCall, an outsourced contact center with offices in Denver and Calgary, was feeling similar retention pains; they experienced 30 percent turnover annually. Unfortunately, SureCall had no way of identifying the kind of talent that would be unlikely to churn — until they were in the role. Resumes simply were not producing the performance they needed.

SureCall was able to diagnose the root of the issue — an emphasis on skills and knowledge in the hiring process, but not talents. Although they were testing candidates for hard skills like reading comprehension, spelling & grammar, typing rates, and language skills, they had no way of measuring the attributes of someone that would make them a great addition to the company culture — in other words, their talents. SureCall had an established culture of quality, industriousness, and problem-solving; the problem was, they were hiring people who didn't have the drive to uphold that culture. SureCall had no way of assessing candidates' talents until they were in the role. It was a costly game of chance; after all, one failed hire can cost up to 5X the employee's annual salary.



# The Solution

**Plum Match Scores did a better job of identifying high performing candidates than resumes — so SureCall eliminated resumes from their hiring process altogether.**

SureCall implemented Plum's personality and cognitive ability assessment right at the beginning of their hiring funnel, and immediately saw positive results. SureCall was able to use Plum Match Scores (the numerical value that predicts an applicant's potential fit in a role) to shortlist candidates that they knew would be a great fit for their organization. Bryce Reid, Director of Operations at SureCall, even tested the results himself; he once disregarded a poor Match Score to hire someone within his personal network, who ended up being a poor performer and ultimately churned. Now, he swears by Match Scores as the first step in generating an interview shortlist.

As a result, **SureCall removed resumes from their talent acquisition process entirely.** The justification? "Just because you have the experience or the hard skills does not mean you'll be contributing to the culture," says Reid, "If you have the personality traits, we can teach you the technical part. So we hire for fit and train the skills if necessary."

Because of this emphasis on future potential rather than experience, SureCall has moved any gauge of candidate skills and knowledge (such as typing and reading comprehension assessments) to the end of the interview pipeline, allowing candidates to prove their potential with Plum first and foremost.

# The Outcome

**Just by replacing resumes with Plum at the start of their talent acquisition process, SureCall saw their retention rate jump by 80%.**

After introducing Plum at the beginning of their talent acquisition process, SureCall saw their retention rate during and after the probationary period dramatically increase. **In fact, in the first year of using Plum, SureCall's annual turnover rate went from 30% down to 6%.** SureCall attributes this dramatic decrease in churn to its ability to predict who will be a top performer and positive cultural addition right from the start, using Plum Match Scores instead of resumes.

Not only was SureCall able to eliminate time spent reading resumes, but they were also able to reduce time spent per candidate moving them through the recruiting funnel. Now, the hiring team could focus their efforts on meeting with high quality candidates only.



SureCall values setting their employees on career paths where they thrive. They understand that most people aren't coming into call center roles with the intention that they will make that role their life-long career, and as such, SureCall prioritizes mapping career paths that match employees' talents right from the start. They even begin the process in interviews to demonstrate to candidates that SureCall values a positive employee experience. Now that SureCall has an impactful and effective talent acquisition process in place, they look forward to using Plum talents more and more outside of hiring to move and develop their people.