

CallCenter MAGAZINE

TECHNOLOGIES, SERVICES AND STRATEGIES FOR CONTACT CENTERS

www.callcentermagazine.com

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BEST OF CALL CENTER DEMO AND CONFERENCE ORLANDO

AWARDS

Bright Tools In the Sunshine State

We reveal the top tools under the sun at
Call Center Demo in Orlando.



Our most recent Call Center Demo and Conference may have been in Florida, but the call center managers at the show came from many areas of the U.S. and the world, from Venezuela to Virginia. They also represented companies from diverse industries, from auto care to health care.

That confirms something you've probably noticed all along: Call centers, and their customers, transcend boundaries. So did many of the purveyors of products and services in the exhibit hall. They, too, came from all over the U.S., as well as from locales as diverse as Barbados, Egypt and Wales.

Amid the variety of products we saw

in the exhibit hall, three really got our attention. Each focuses on a specific need, from ensuring your center's



Small and mid-size call centers can reap the benefits of Banks & Dean's Integrated Recruiting and Selection System.

automated systems are up to speed to helping you select the best leaders from among your team. All of them impressed us; they'll impress you, too.

Having returned from our latest East Coast conference in Orlando, we're pleased to highlight the best products and services we saw at this show. And we look forward to seeing you on the other coast in Seattle this September at ACCE.

BANKS & DEAN'S INTEGRATED RECRUITING AND SELECTION SYSTEM

Improving your call center's productivity begins with ensuring that the agents answering your phones are best suited for the job. But for call cen-

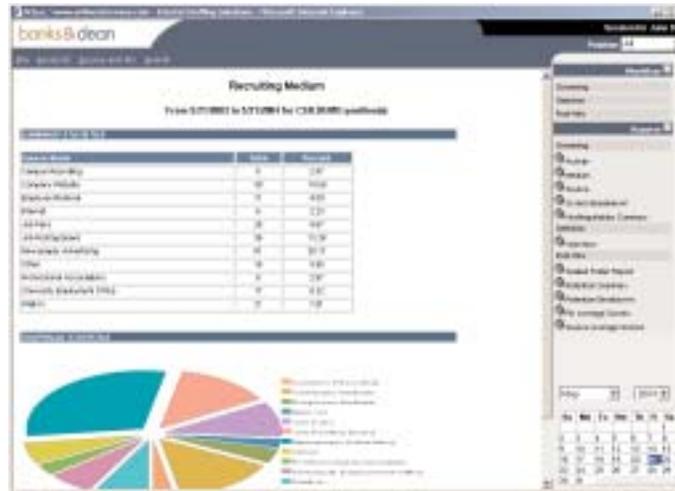
ters that don't hire hundreds of agents per year, recruitment and assessment packages are often out of reach.

Not anymore. **Banks & Dean**, a professional services and consulting firm, hopes to fulfill the needs of small and mid-size centers with its ***Integrated Recruiting and Selection System***, which the company first announced at Call Center Demo and Conference Orlando.

Banks & Dean's Web-based software makes it easy for you to filter candidates automatically so you don't have to take up a lot of your human resources department's time. The software enables you to focus on the best candidates with the highest potential to succeed so that only the most qualified agents end up in training.

You customize the software to take on the look and feel of your company's Web site to attract potential candidates. When candidates decide to apply for positions, they take an online psychometric test, which includes multiple-choice questions to evaluate

their experience, background and skills. Once candidates pass this initial screening, the software provides them with a more comprehensive test that determines the type of positions candidates are best suited to, such as inbound customer service, inbound



upselling and cross-selling, outbound sales or customer support.

Recruiters view candidates' information and results in real time. You can even schedule automated phone calls with candidates to assess their verbal skills. You can enable candidates to respond to additional

inquiries through your IVR system. Or you can capture candidates' answers to open-ended questions, by asking, for example, about their best customer service experiences.

Geared to companies that typically hire between 30 and 150 agents per year, The Integrated Recruiting and Selection System takes advantage of Banks & Dean's extensive experience with assessments to provide you with guidelines and best practices for conducting face-to-face interviews. By capturing agents' entire histories from their scores on initial assessments to their performance in training, this tool shows you how to identify traits and skills that are common to

the most successful agents. Banks & Dean's software earns a Best of Show award for making pre-hire assessments available and affordable to small and mid-size call centers.

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