

AirTran® Airways

AirTran shortens training time, reduces labor costs and improves customer experience

Challenges:

The second-largest low-fare airline in the U.S., AirTran Airways®, receives more than six million incoming calls annually. So when it was reported that it was taking newly hired call center agents longer than 90 days to achieve optimum performance standards, management took notice.

Solution:

AirTran looked to PreVisor® to help develop a selection solution that could accurately predict on-the-job performance in a call center environment. After conducting an analysis of the AirTran Call Center agent's job, PreVisor recommended that candidates be put through a battery of three assessments. The first assessment would measure basic skills, such as math and reading comprehension. The second assessment would evaluate soft skills, such as trustworthiness, conscientiousness and cooperation. The third assessment would be an actual call center scenario, using the pressure of a telephone call to test emotional intelligence, listening, computer aptitude, and problem-solving skills.

Case Study



PREVISOR®



Results:

JJob seekers can start and complete the battery with very little instruction and scoring is automatic, so recruiters know immediately how the candidate is likely to perform on the job. Now, new hires that surpass the recommended minimum scores on the PreVisor assessments are productive sooner, reaching performance standards in an average of 45 days — half the time it used to take. In addition, employees hired with PreVisor’s solution provide a consistently better experience for AirTran customers.

CHALLENGES:

- Long training period
- Pen and paper assessments
- Resource-intensive hiring process
- Need for high quality hires

RESULTS:

- Better new hires
- 50% reduction in training time
- Lower labor costs
- Improved customer experience
- Objective and compliant selection