



Case Study

DIRECT ENERGY Putting SkillCheck to the Test

When Direct Energy Essential Home Services needed to improve its recruiting processes and reduce turnover, SkillCheck computer-based testing from First Advantage played a key role in the strategy.

Direct Energy Essential Home Services, Canada's leading energy retailer and home services provider, is a division of Centrica plc, Britain's leading provider of retail energy with more than 44 million customer relationships worldwide. The organization's Ontario office maintains a call center with several hundred call center representatives (CSRs) providing customer service to more than two million customers across North America.

In 2003, the organization's contact center was nominated for a Platinum Award for Teamwork and Collaboration, the most prestigious award one can be nominated for within the Centrica organization. Colene Farquharson, Team Leader of Recruiting of Direct Energy Essential Home Services, attributes this accolade to an improved screening process made possible by the SkillCheck Call Center testing products. "With the help of the accurate and flexible SkillCheck testing solutions," says Farquharson, "we have been able to recruit smarter and dramatically increase retention."

The Customer Solutions Team's nomination for a Platinum Services Award was in recognition of the increasing quality of their call center operation, recruiting 317 call center representatives in 2002 and reducing turnover to just 8 percent, a fraction of the industry average.

"Any job candidate who made it through our online recruiting and telephone-screening processes was put through a battery of tests provided by our SkillCheck testing system," says Farquharson. "These included tests measuring standard competencies such as audio data entry as well as custom tests on customer service and language skills in English, French and Spanish, which we designed using the SkillCheck program."

"With the SkillCheck Call Center product, we have increased the quality of every hire and reduced turnover among our call center representatives to just 8 percent."

*Colene Farquharson
Team Leader of Recruiting
Direct Energy Home Services*

For additional information
about First Advantage
Assessment Solutions,
please visit
www.FADVAssessments.com
or call our SkillCheck product
hotline at 800.648.3166.