OVERCOMING HIRING CHALLENGES

How Bryq talent intelligence reduced attrition by 46% and improved the quality of hires by 81%

When you're an internationally recognized, Top 5 global leader in customer support, business optimization and office services with more than 100,000 employees worldwide, you need top-tier talent to serve your clients. But when your team is over 70% remote and has lofty performance expectations placed on them, it can be challenging. It's hard to find the right people for the tens of thousands of constantly open jobs, who will help to outperform competitors, stay at the company long-term and ensure the right experience for customers… But does it have to be this difficult?

High attrition rates, the underperformance of both teams and individual employees, misaligned hires, and a lack of directional talent management decisions were just a few of the problems that Bryq was chosen to solve using Talent Intelligence. Using Bryq's unique approach of combining soft skills with organizational data across multiple markets, the global talent team was able to maximize performance in new and existing employees while ensuring they would stay longer with objective opportunities for growth and mobility.

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PEOPLE ARE NOT FUNGIBLE
Talent Mobility saves companies money and time.

The most important thing for companies to realize is that employees are not fungible. Each employee brings something special to a company that allows them to shine through their work. Employees are not simply replaceable - it's not easy to swap an employee out for a new one.

Before implementing Bryq's talent intelligence, certain individuals and teams within the organization were struggling with underperformance issues and were typically let go. But is there a way to avoid this from happening? Dismissing and replacing employees is costly and time-consuming but it can often be avoided.

The answer to underperformance isn't letting go of talent but repurposing and optimizing talent for higher-quality output in better-suited roles. Many roles are considered the same based on their job description, even if the employees serve different final customers. This company decided to use Bryq to understand the ideal employee profile for each specific role, separating different teams with different final customers.

Before Bryq, the employer was looking for one role and randomly assigned people to 15 different teams. Bryq was able to provide them with 15 bespoke performance profiles - so that each employee was assigned to the team where they would fit and perform best. Employees who were previously chronically low performers were reassigned to an ideal team and rose to star performance in less than four weeks.

Additionally, Bryq incorporated company culture into optimized profiles to see if there was a correlation between employee performance and job fit. Through culture indicators and identifying personality traits that predict job performance, Bryq was able to predict talent performance at this company accurately.

EMPLOYEE ATTRITION REDUCED BY 46%
Bryq helps stop employees from leaving and helps you develop the talent that needs it most.

REASONS FOR HIGH ATTRITION

Employee attrition was high for the company before they brought Bryq into their talent management process. There were a few reasons why the company was experiencing a high turnover rate in employees, including:

Underperforming employees that needed to be dismissed

Unhappy employees that were leaving the company

Employees who weren't being given enough opportunities for talent development

To try to solve these issues, Bryq analyzed these existing employees, predicted their performance in different roles better suited for them, moved them to new positions and tracked their performance over a six-month period. By using Bryq, the company was able to place both underperforming employees into roles they would be more successful in and unhappy employees who didn't enjoy their roles. Bryq promoted internal mobility throughout the organization on a global scale, allowing employees more opportunities for career development and upskilling themselves to become better, more well-rounded employees. The company has managed to cut the attrition of the sample group by 46%.

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THE QUALITY OF HIRES IMPROVED BY 81%
Bryq is able to predict performance and align candidates with the right roles within a company.

One of the company's biggest pain points was not sourcing enough candidates. While this remains a challenge for the organization, they realized how important it was to improve the quality of the hires that they were making. Many of the employees at this company were misaligned with their roles without Bryq. By using talent optimization tools built within the Bryq platform, this company was able to take each member of the inbound team and assign them to a new department or role better suited for them while hiring new hires fit for their open roles through predicted performance based on science.

Companies typically don't know how employees will perform before they are hired. Because of Bryq's optimized candidate profiles and calculations based on psychometric and objective company data, Bryq can predict candidate performance within a role and improve the quality of hires. With the predictive model that Bryq created for this company, we were able to identify potential mismatches between new hires and their newly assigned roles. These mismatches were then reassigned to new roles, reducing misaligned hires by 81%.

PREDICTED PERFORMANCE	NAME	ORIGINAL TEAM	PREDICTED PERFORMANCE	NEW TEAM	SUGGESTION
84.2 (HIGH)	AMANDA P.	A	84.2 (HIGH)	A	KEEP
67.2 (MID)	CHANTELLE S.	A	76.4 (HIGH)	B	REASSIGN
26.3 (LOW)	STEPHEN M.	A	26.3 (LOW)	-	NONE
33.6 (LOW)	RYAN A.	C	65.2 (MID)	B	REASSIGN
58.4 (MID)	ABHISHEK F.	C	92.6 (HIGH)	A	REASSIGN
54.6 (MID)	LUCY Q.	C	84.6 (HIGH)	B	REASSIGN
61.3 (MID)	MATTHEW R.	C	61.3 (MID)	C	KEEP
44.1 (LOW)	MING X.	B	83.7 (HIGH)	C	REASSIGN

INITIAL TALENT PERFORMANCE — BRYQ USED FOR HIRING REASSESSMENT

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TRANSFORMING TALENT MANAGEMENT STRATEGY

Summary of Bryq's impact with proven results.

Challenges

High attrition rates, the underperformance of both teams and individual employees, misaligned hires, and a lack of directional talent management decisions were just a few of the problems that Bryq was chosen to solve using Talent Intelligence.

Bespoke Performance Profiles

Bryq provided our client with 15 bespoke performance profiles - so that each employee was assigned to the team where they would fit and perform best. Low performers were reassigned to an ideal team and rose to star performance in less than four weeks.

Reduced Attrition by 46%

Bryq promoted internal mobility throughout the organization, allowing employees more opportunities for career development and upskilling themselves to become better, more well-rounded employees. The company has managed to cut the attrition of the sample group by 46%.

81% Higher Quality Hiring

With Bryq's predictive model, we identified potential mismatches between new hires and their newly assigned roles. These mismatches were then reassigned to new roles, reducing misaligned hires by 81%.

Cost-Effective Talent Management

The company is estimated to experience an astounding return on investment (ROI) by replacing the costs of hiring, onboarding and dismissal with the potential gains from improved employee performance and a happier workforce.