



## Reduced Turnover and Improved Interview-to-Offer Ratio at Coca-Cola Enterprises

When Coca-Cola Enterprises needed a more efficient internal hiring process, Knowlagent Hiring™ enabled recruiters to focus on candidates with the highest likelihood of success.

Learn how this company was able to spend less and get better with Knowlagent, optimizing frontline performance faster and more affordably than ever before:

### Key Initiative

In addition to staffing for seasonal peaks in summer months, Coca-Cola Enterprises (CCE) hires between 150-250 agents each year to keep up with openings in its Florida center. Turnover during new hire training at the center was high and the company needed a better screening and selection process to identify quality candidates. The interviewing process was very time consuming and approximately 60% of the recruiter's time was being spent with candidates who did not ultimately receive an offer. Of those agents who were hired, roughly 20% were leaving the company during new hire training.

### Solution

With Knowlagent Hiring, recruiters received objective data about candidates early in the hiring process prior to a phone screening and face-to-face interview. Candidates were provided with a realistic job preview and job overview before they decided for themselves to continue with the screening process. This allowed CCE to quickly identify quality candidates who were most likely to succeed. Candidates were filtered through the Knowlagent Hiring process and monitored for interview-to-offer ratio, attrition during new hire training, new hire graduation rates, time to proficiency, and overall job performance. Results were compared to metrics under the previous process.

### Impact

After just 90 days of implementing the Knowlagent Hiring process, CCE had already shown tremendous improvement. Newly hired agents who were selected through the new process hit the floor at higher performance levels. Additionally, since using Knowlagent Hiring, there has been a 44% improvement in interview-to-offer ratio. Recruiters are now offering a position to six out of every 10 candidates interviewed. Turnover during new hire training has been reduced by half, and some 88% of newly hired agents who were selected through the Knowlagent Hiring process are performing on or above target in the overall quality metric – a 14% improvement.

#### Results at a Glance

- Recruiters are able to focus on those agents who are most likely to succeed.
- Interview-to-offer ratio improved by 44%.
- Turnover during new hire training has been reduced by half.
- Time to proficiency of newly hired agents has dramatically improved.
- Overall quality has improved by 14%.

