Criteria

Case Study

SalesAP and CBST Predict Success for Collections Agents

INDUSTRY
Collections

COMPANY SIZE
200-500 Employees

OBJECTIVE
Improve Productivity

SOLUTION
SalesAP
Sales Achievement Predictor

CBST
Criteria Basic Skills Test

RESULTS
Higher Revenue Per Employee
Using the SalesAP and CBST to hire collections agents not only drove higher revenue per month per employee, but also reduced turnover and enhanced productivity.

Challenge

A California-based receivables management company with 400 employees wanted to improve the accuracy of its hiring process in order to increase the productivity of its accounts receivable specialists.

Solution

The company administered the Sales Achievement Predictor (SalesAP) personality test and the Criteria Basic Skills Test (CBST) to new hires and subsequently compared the test results to on-the-job performance measures, specifically the average monthly revenue generated by each employee.

Results

Test results were correlated with performance data provided by management for approximately 150 employees (for the CBST the sample size was 136, for the SalesAP it was 178). For the SalesAP, particularly strong inverse correlations were observed for traits such as diplomacy (-.32) and team player (-.27). Low to middle range scores in these traits were strongly associated with higher revenue generation.

For the CBST, the correlation between test performance (raw score) and subsequent revenue generation was even stronger (.37).

By implementing the CBST and the SalesAP into its employee selection process, the company was able not only to significantly enhance the productivity of its workforce but also to reduce turnover and to increase the efficiency of its employee training initiatives.

Average Monthly Revenue by CBST Score

CBST Score	Average Monthly Revenue
Low	$9,325
Fair	$9,598
Good	$11,840
Excellent	$14,235
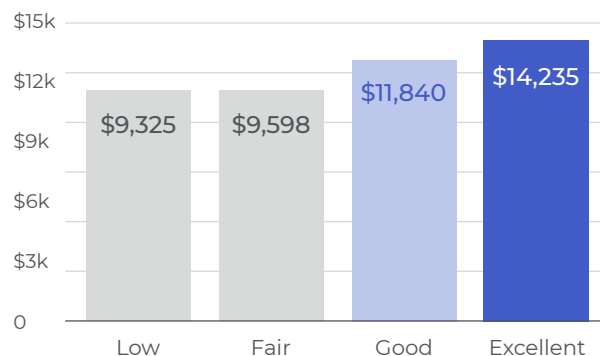
Those with the highest CBST scores earned 53% more revenue than those with lowest scores