

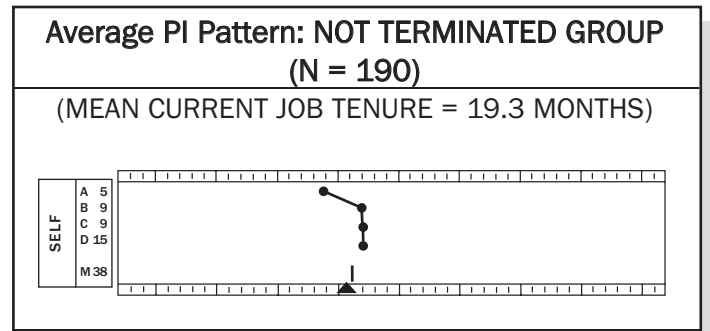
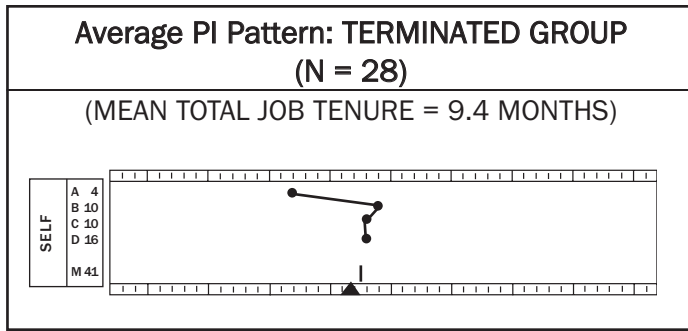
## Predictive Index® Case Study Validity Study / Quantitative Results

**Industry:** Telecommunications

**Position:** Inbound Customer Service Representative

### Results

A group of customer service representatives (CSRs) who were retained by the organization for over twice as long as others differed predictably and significantly with respect to their Predictive Index (PI®) patterns. The same Predictive Index patterns that promoted CSR retention also correlated strongly with gains in three key operating metrics.



**CRITERIA:** This statistical analysis is based upon a PI Worldwide® validity study conducted with 218 inbound customer service representatives. PI Worldwide validity studies are designed to determine the statistical connections between Predictive Index profiles and superior job performance. The quantitative measurement criterion is based on data collected over a four month period from January to April, 2009.

### Industry

The client company is a Fortune 500 telecommunications company which provides satellite-based television services to home consumers and businesses throughout the United States.

### Position

This is an inbound, call-center role whose primary purpose is to provide high-level, efficient customer service for incoming calls of a technical, diagnostic and trouble-shooting nature.

### Analysis

The results of the PI analysis indicate that customer service representatives who did not leave the organization during the time period of the study were statistically differentiated by a narrower Factor C (PATIENCE) over Factor A (DOMINANCE) spread. This narrower C over A spread translates into a much more moderate expression of behavioral traits such as patience, stability and consistency in performing repetitive work. When responding to a phone inquiry, these longer-tenured customer service representatives will be calm, cooperative and collected, sincere with customers and adept at establishing a congenial relationship, and eager to understand their needs and to help them by offering tailored and proven advice and solutions. They also tend to be reluctant to over-promise or over-commit, and will seek to deliver exactly what they promise. Because of the comparably higher Factor A, customer service representatives who stayed with the organization, while generally being unassuming, unselfish, agreeable and accommodating, display somewhat more assertiveness, confidence, independence and desire for control in their approach to work, as well as somewhat more of an analytical and technical orientation.