

HireIQ: Revolutionizing Hiring of Front-line Customer Service Talent

By Benita M

Talent Hiring is one of the key aspects that bring about a company's value addition. The amount of cost and time involved in recruiting high-performing and long-tenured personnel involves a major part of the company's infrastructure. Following the old norms of traditional implementations involving tedious workflows in screening, gauging and identifying talent has been an industrial passé, and this has been an unfavorable process over time involving heavy cost and time investments. Companies are now in search of smart and agile adaptations to see beyond this legacy.

Since its inception in 2009, Georgia headquartered HireIQ has been revolutionizing talent acquisition companies hiring front-line customer service staff. Led by its influential CEO, Dan Drechsel, the firm is one of the leaders in applying virtual interviewing and predictive analytics that enables companies to improve their hiring decisions, reduce time-to-fill and reduce recruiting costs.

The Oracle Taleo Recruitment

The firms' Oracle Taleo Cloud service which is the industry's broadest cloud-based talent management platform enables enterprises and midsize businesses to recruit top performers with the right cloud talent skills, aligning them to key goals and performance while developing and compensating them appropriately. In the words



Dan Drechsel, CEO

of Dan, "We drastically increase the ability of the Oracle Taleo Recruitment Solution to provide selected candidates to process through the workflow very quickly and at a lesser cost resulting in better quality hiring on key metrics", he adds.

Being an Oracle partner, the firm differentiates itself with the ability to substitute automation for costly, labor-intensive recruiting manager-led interviews and then uses predictive analytics on the overall resultant data to predict employee success. "As the interview is electronically led, we use certain algorithms and particularly by having a technology that is audio based, we provide customers with the right identification of the person for a particular job and thereby bring in a more effective selection process", says Dan.

HireIQ has gained a good ground in the front-line customer

service space as it serves many of the industry's big players from various verticals such as Travel, Financial services, Wireless telecom, Cable, Utilities. The Oracle Taleo Cloud Service collects relevant information throughout the employee's entire lifecycle, empowering HR, managers, and employees to leverage their cloud talent to drive improved performance and business success. This has provided a greater scope to many call center outsourcing companies who have some of the major US Brands as their clients where they provide customer management services. "They use our solutions to help them hire customer service professionals more quickly and with better quality", says the CEO.

Making Inroads

Going forward, the firm looks ahead to further build out its predictive selection analytics capabilities that augment its native virtual interviewing software with behavioral and cognitive assessments from leading firms to incorporate those results into HireIQ's predictive models. With majority of the call center business moving beyond voice, chat and into omnichannel customer care delivery, the company has adapted its solutions to accommodate the unique requirements of these delivery models. Furthermore, the company has also enabled abilities to test in multiple languages, effectively addressing clients that run multinational operations. **CR**