Logi-Serve and KellyOCG Break New Ground in Candidate Screening for Home Based Agent Contact Center Program

KellyConnect® partners with Logi-Serve to improve candidate screening and selection process

FARMINGTON HILLS, MICH—JAN. 13, 2015—KellyOCG®, the outsourcing and consulting arm of Kelly Services, Inc., recently completed a study of Logi-Serve's competency-based employee assessment tool during a candidate screening program for KellyConnect, its contact center solution for large companies.

The KellyConnect® team incorporated Logi-Serve's Triangulation Science™ with its process to screen candidates for a home-based agent call center program. The study yielded significant, quantifiable results in the alignment and speed of assessing and selecting candidates who have the aptitude to be successful in at-home sales and service positions.

"Logi-Serve has embraced the latest concepts in behavioral screening and their methodology is cutting edge. Throughout the course of a year, we recruit a large number of candidates to meet the demand for our clients' virtual contact center programs. Partnering with Logi-Serve has improved our candidate screening and selection process in that we are able to identify and place candidates more efficiently and with a propensity to succeed in a sales and service environment, all at a level higher than the industry standards," said Jeff Christofis, vice president, KellyOCG.

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— Jeff Christofis
Outsourcing & Consulting Group Vice President and
KellyConnect Operations Lead, KellyOCG

Highlights of the study include:

- **A 29 percent improvement in the number of candidates who complete the screening process:** Logi-Serve's unique storyboarding process engages candidates with real world service and sales scenarios, increasing the likelihood of capturing more data, which provides the opportunity to garner important aptitude and judgment assessments.
- **Improved Hire Quality:** By combining situational judgment with past experiences, biographical data, and personal preferences, candidates can be better aligned to the position and organizations can realize improved results in predicting candidate success.
- **Reduced Rates of Attrition:** Because candidates are better suited to the position, and have the

aptitude to become high-performing employees, there is less turnover.

- **Efficiency:** The process is efficient for both the candidate and the hiring company in that screening process can be done in a third of the time and the methodology produces a clear speed to precision and measurement density.

"KellyOCG is one of the most seasoned outsourcing firms and has an exceptionally high bar for success. For Logi-Serve to partner with them and contribute to raising that bar even higher demonstrates that our world-class testing capabilities are truly breaking new ground within the industry," said Eric Krohner, chief executive officer, Logi-Serve.

To learn more about the study:
Logi-Serve, KellyOCG, and Bersin by Deloitte are hosting a webinar *Using Talent Analytics to Maximize Your Recruiting Strategy* on January 28, 2015. Click here for details.

About Logi-Serve
Logi-Serve is rapidly distinguishing itself as the market's leading assessment innovator for companies seeking to predict customer service ability, enhance customer experiences, increase sales and build a culture of sales and service excellence. Through patent pending science and tools that pose questions based on story-boarded scenarios, its use of advanced response gathering technology and a validated competency framework, Logi-Serve offers the market's most direct link to predicting and shaping business outcomes.

To learn more visit logi-serve.com

About KellyOCG:
KellyOCG® is the Outsourcing and Consulting Group of workforce solutions provider, Kelly Services, Inc. (NASDAQ: KELYA, KELYB). KellyOCG is a global leader in innovative talent management solutions in the areas of Recruitment Process Outsourcing (RPO), Business Process Outsourcing (BPO), Contingent Workforce Outsourcing (CWO), including Independent Contractor Solutions, Human Resources Consulting, Career Transition and Executive Coaching & Development, and Executive Search.

KellyOCG was named to the International Association of Outsourcing Professionals® 2014 Global Outsourcing 100® list, an annual ranking of the world's best outsourcing service providers and advisors. Further information about KellyOCG may be found at kellyocg.com.

For more information view the Logi-Serve website at www.logi-serve.com, email info@logi-serve.com or call 1 (800) 698-0403. Connect with us on Facebook, LinkedIn, & Twitter.