

Restaurant Call Center Deploys Berke to Drive a 21.8% Decrease in Turnover

The Challenge

A casual dining chain with hundreds of company owned and franchised locations across the county had centralized its takeout order services. The call center operation for this restaurateur wanted to decrease turnover of its takeout order specialists. In an industry with turnover rates in excess of 75% or more annually, it was important to reduce turnover in this high growth business for the company. The challenge was to identify the causes of attrition and to implement a solution for hiring order specialists who would stay longer and increase the average ticket size of each take out order.

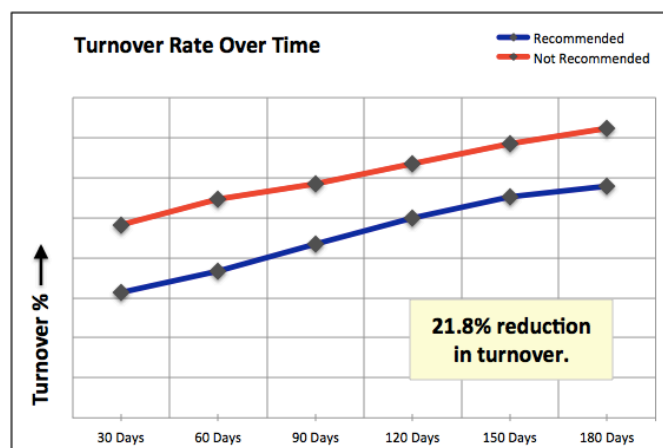
The Berke Solution

To help this call center operation select quality employees, Berke built a custom Job Profile. During profile creation, incumbents in each role were assessed to determine their core traits, across both behavioral and cognitive dimensions. Management also provided detailed performance data for each employee. The combined data was analyzed to create a unique Job Profile that all future candidates would be compared and scored.

Results

Hire and termination statistics were compiled from a 12-month period. A comparison of turnover rates for candidates rated “Recommended” by Berke (100 people) versus employees that were rated “Not Recommended” (84 people) revealed statistically significant employee turnover reductions in favor of the “Recommended” group.

“Recommended” hires produced a **21.8% reduction in turnover** compared to hires who were categorized as “Not Recommended” by the Berke.



Bottom Line

After implementing Berke to screen candidates, this call center operator was able to hire new takeout order specialists who stayed with the company longer. This helped the company decrease costs, improve average ticket sizes, and improve customer satisfaction.