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# Simulation: A Formula to Hire, Develop, and Retain Top Talent



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## Simulate to Evaluate™

**If he passed a  
written test,  
would you let him  
take your calls?**



# Learning Points

## Why Simulation?

- **Simulation provides a true measure of performance**
- **Simulation increases hiring accuracy**
- **Simulation improves development of talent**
- **Simulation increases performance, retention, and bottom-line results**

# Hiring an unknown?



**What would you look for?**

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## What Would You Look For?

### Example: Racecar Driver

- **Competitiveness**
- **Aggressiveness**
- **Dexterity—eye, hand, and foot coordination**
- **Motivator**
- **Interpersonal skills**
- **Risk taker**
- **Nerves of steel—courage**

**What type of test?**



## What Type of Test?

- **DMV written test**
- **DMV driving test**
- **Personality test**
- **Job Fit test**
- **Simulator**

**What are the consequences  
of a mistake?**



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## Consequences of a Mistake

- Replacement cost of damaged or wrecked equipment
- Lost time for repairs
- Loss of capital investment
- Time for learning curve of new driver
- Loss of sponsorship
- Loss of revenue, merchandise, endorsements, etc.
- Fall behind other competitors
- Loss of confidence
- Loss of self-esteem
- Fatality—loss of life

**When the cost of making a  
mistake is high . . .**



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**Only the realism of simulation  
provides a true measure of  
performance.**



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**There is no more accurate  
test than simulation.**



## Accuracy

**A good simulation and an accurate simulation:**

- Is the result of building it the right way.
- Must be “test driven” itself before it can ever be used to hire candidates.
- Acquires the most information possible.
- Provides robust output that facilitates personalized coaching and development.

# Bottom-Line Results

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## Benefits of Simulation

- More accurate prediction of future job performance
- Reduces voluntary and involuntary turnover
- Decreases hiring time and costs
- Eliminates common hiring mistakes
- Increases employee learning readiness & retention
- Accurate identification of employee training needs
- Consistent, fair, and legally defensible

# There is No Comparison

- **Award-winning, most nationally recognized**
  - Call Center Magazine
  - HR Executive Magazine
  - TMC Labs
- **Consistently ranked Best-in-Class in reviews by independent consulting firms**
- **Bottom-Line Results**
  - 21% to 68% reduction in turnover
  - 40% to 54% reduction in absenteeism and tardiness
  - 18% to 51% reduction in data entry and procedural errors
  - 60% to 286% increase in sales/sales referrals



## Call Center Simulation™



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## Team Leader Readiness Simulation™



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**Experience the difference  
simulation can make.**

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