

Overview

- Summary of CAP – Computerized Applicant Processing
- Customer Network Consultant Position
- Reasons & Rational Behind CAP Development
- Research Supporting CAP
- Description of CAP
- CAP Demonstration

Summary of CAP

- PC based selection tool using simulated customer calls
- Additional software features to enable complete applicant management
- Features include:
 - Mouse Tutorial
 - Video Job Preview
 - On-line Application
 - Simulated Calls
 - Schedule & Interview Management Modules

Customer Network Consultant Position

- Greet customers timely & professionally
- Schedules repair service by entering required data
- Answers customer inquiries, verifies orders, transfers to correct service source
- Updates information on existing orders

Reasons & Rationale for CAP

- Reasons:

- No selection instrument to assess skills
- Unstructured interview style as primary evaluation
- Little opportunity to provide a consistent job preview

- Rational:

- Needed to provide a realistic job preview
- Wanted to pose an opportunity to self select out
- Wanted a way to measure key job dimensions
- Needed an instrument that offered predictive support
- Needed an entire reengineering of the applicant & interview selection process

CAP Research

- Tested 4,346 individuals across 7 months
- Developed performance rating tool and evaluated CNCs with 60 & 90 days experience
- Supervisors' assessments used as criteria in evaluating predictive efficiency of CAP
- 574 new hires rated on 8 performance dimensions
- Additionally, three overall indices of performance were obtained:
 - Overall Performance Evaluation
 - Overall Ranking Relative to All Other CNCs
 - Calculated Total Performance Score
- Final criterion looked at CNCs who terminated during the study

CAP Research

- Based on analysis, four predictors were considered for use in selection:
 - Keyboarding Accuracy
 - Keyboarding Time
 - Customer Service
 - Use of Information
- For ease of interpretation, two composite scores were created:
 - Keyboarding Skills
 - Customer Interaction

Validation Data

- Criterion Measures: correlation ranged from .287 to .830.

- For example Demonstrates Job Knowledge correlated with Controls Customer Interaction

- Predictor Measures: except for one, all were significant ranging from a low of .140 to a high of .977.

- For example, Keyboarding time correlated with Customer Interaction

Validation Data Continued

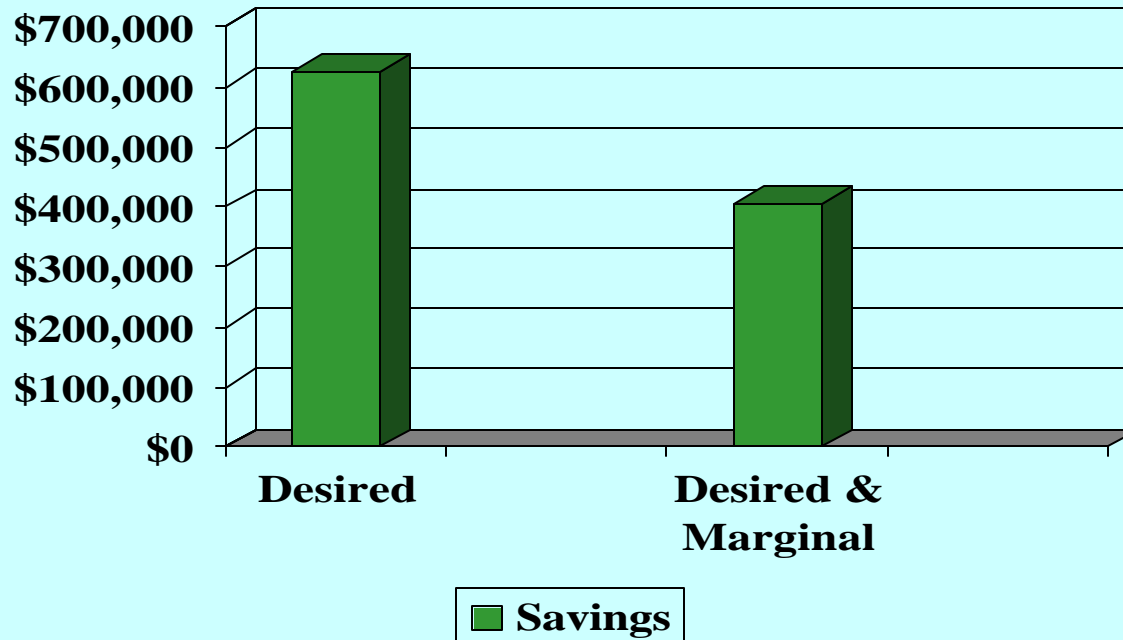
- Validity Coefficients: all but one of the 6 predictor measures correlated with at least one of the 8 performance dimensions
- The two key predictors used in the selection recommendations correlated with several performance dimensions
 - Customer Interaction correlated with three performance dimensions ranging from a high of .236 to a low of .113
 - Keyboarding Skills also correlated with three performance dimensions ranging from a high of .172 to a low of .143

Validation Data Continued

- Adverse Impacted: based on those that fell in the Desired category only
- Individual Score Analysis
 - Keyboarding Skill Measure: no evidence of adverse impact
 - Customer Interaction: no evidence of adverse impact
- Combined Score Analysis
 - No evidence of adverse impact for gender
 - Evidence of adverse impact for ethnicity
- Actual application hires off “Desired” & “Recommended” where no adverse impact exists

Economics

- Validation research shows that the CAP is able to predict tenure of those employees who terminate employment
- Those who terminate involuntarily score significantly lower than voluntary terminations or those that do not terminate



Computerized Applicant Screening

- Mouse Tutorial
- Job Preview Video
- On-line Application
- 5 simulated calls + 1 practice call
 - Customers' comments and questions are presented in an auditory stimuli and applicants must respond by selecting one of three possible responses
 - Applicants must also look up reference material included in the computer program
- 2 scores produced: Customer Interaction Score and Keyboarding Skill Score
- Scores fall to one of three recommendation categories: Desired, Marginal Not Recommended