



“Not only is the test more cost-effective than any other solution, it is also the most thorough and accurate. It’s not often that you find that combination and this much value.”



Access Worldwide is a premier business process outsourcing and marketing company based in the Philippines that offers a variety of communication, back-office and IT solutions to companies in the U.S. and Europe.

Improving Customer Satisfaction with Better Candidate Assessment

Business Need

Access is a high-growth organization, recruiting 50–100 customer service agents every month.

This rapid growth was putting intense pressure on its recruitment and HR teams to ensure that all new candidates had the level of English proficiency required to meet its customer service standards.

As a result, customer satisfaction scores were dropping below standards.

Access needed to streamline its recruiting process while improving the consistency of its candidate evaluation.

Solution

Access realigned its recruitment process to integrate **GlobalEnglish Assessment**. The recruitment process was organized to identify weaknesses as early as possible and avoid further investments in unsuitable candidates.

Access chose GlobalEnglish because it needed a solution that could accurately evaluate English speaking skills, especially pronunciation.

“Our focus is on speech because our customer service agents work primarily on the phone. We chose GlobalEnglish because it offered by far the best solution for pronunciation and vocabulary evaluation,” said Philip Mabida, Training Manager for Access Worldwide.

Outcome

Access Worldwide credits **GlobalEnglish Assessment** with improving the accuracy of its candidates’ communication evaluation process, which decreased its turnover rate and improved customer service.

The amount of time spent evaluating candidates dropped significantly, while the quality of what the customer service agents offer has measurably improved.

The number of customer complaints concerning agents with poor communication skills was reduced.