Criteria
Case Study

INDUSTRY
Technology/ Call Center

COMPANY SIZE
5,000+ Employees

OBJECTIVE
Increase Revenue-Per-Day

SOLUTION
SalesAP
Sales Achievement Predictor

RESULTS
Generated More Revenue
Incorporating the SalesAP would drive $4.8m in additional revenue per year

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Call Center Uses the SalesAP to Increase Revenue-Per-Day

Challenge

A leading internet domain registrar and web hosting company wanted to increase the productivity of its sales staff at its call centers. As part of this initiative, the company decided to experiment with more data-driven hiring practices. Specifically, the company set out to determine if administering a sales personality test to candidates as a pre-hire screening tool would lead to increased sales for its sales consultants.

Solution

The company administered Criteria's Sales Achievement Predictor (SalesAP), a personality test that measures personality traits that are critical to success in sales roles, to a large sample of its current sales consultants. Scores on the test were then compared to sales productivity, as measured by a Revenue-Per-Day (RPD) metric tracked by the company. Each employee who took the test received one of three possible scores: "Highly Recommended," "Recommended," or "Not Recommended" for sales.

Results

The SalesAP was a powerful predictor of success for sales consultants at the company. Overall, the employees' SalesAP scores were significantly correlated with their revenue-per-day ($r=0.22$, $p < 0.01$). Employees who received a "Recommended" rating on the SalesAP generated 9% more revenue than those who were "Not Recommended," and the employees who scored "Highly Recommended" on the test averaged 25% more than those who were not recommended by the test.

Revenue-Per-Day by SalesAP Score

Not Recommended	Recommended	Highly Recommended
$551	$602	$691

Highly recommended employees made 25% more in sales than those who were not recommended
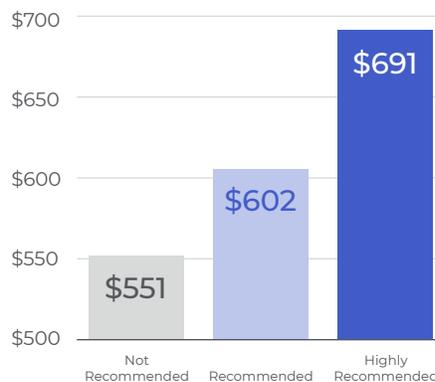
On average, employees who scored "Not Recommended" on the SalesAP earned $551 of revenue-per-day. Employees who scored "Recommended," however, earned $602 of RDP, while those who scored "Highly Recommended" earned an average of $691 of RPD. Based on the RPD gains to be realized from this study by only hiring candidates who scored "Recommended" or "Highly Recommended," the company estimated it could increase sales volume for its 750-person call center by $4.8 million by incorporating the SalesAP into its hiring process.