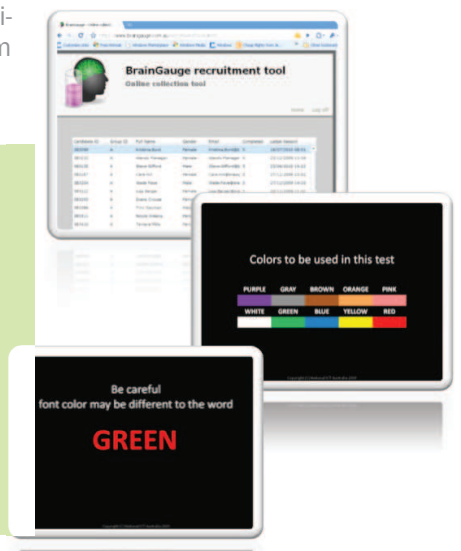
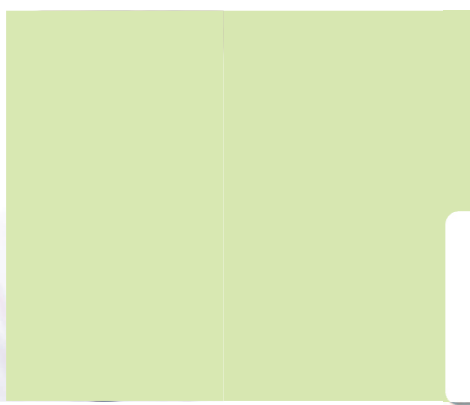


strategies selection assessment  
 development  
**automatic** **problem-solving**  
 technology quality  
 demand advanced networking



# BrainGauge® Recruitment

High staff-turnover and the associated issues of agent replacement costs and poor customer satisfaction continues to be one of the main challenges faced by call centre operators. The call centre industry demands capable agents who have strong multi-tasking and verbal communication skills, solid memory and problem solving capabilities and are able to rapidly respond to situations under high workload and time pressures.



### The NICTA Approach

BrainGauge® Recruitment provides an automatic assessment of the cognitive capability which reflects the candidate's long term performance capability, backed up by NICTA's world-leading and patent-pending real-time cognitive load monitoring technology. This assessment takes less than 10 minutes to complete, and will help call centres to recruit the most capable and appropriate employees thereby reducing attrition rates and as a result dramatically cut costs.

From the responses of specially designed cognitive tests, voice and other interactions are recorded and analysed. On completion of the tests the assessment results of cognitive capability will be immediately available for review. By capturing the nuances of a candidate's behavioural signals, BrainGauge® Recruitment delivers more objective assessments than questionnaire based tests.

Trials in a 500-seat call centre operated by a Fortune 500 company and a 1500-seat call centre in Australia demonstrated that by deploying BrainGauge® Recruitment, their staff turnover dropped 25% and 13% respectively, resulted AU\$110K and AU\$900K savings.

**Deliver more objective, consistent assessments without the variability typical of subjective evaluators, administrators and questionnaire based assessments.**

### The Features

- Accurate cognitive capability assessment from voice and other behavioural signals
- Selection of test batteries targeting specific skills
- Easy-to-deploy SaaS solution, remotely accessible from anywhere at any time
- Intuitive and easy to use web interface
- Option to track assessment results for employed agents.

### The Benefits

- Reduce turnover
- Save costs and achieve higher customer satisfaction
- Assess training needs of existing staff
- Ensure agents with high potential are recognized and are rewarded.

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Making Sense of Data

From imagination to impact

strategies partnerships development  
 education commercialisation  
 use-inspired collaboration  
 clusters linkages  
 outcome international portfolio



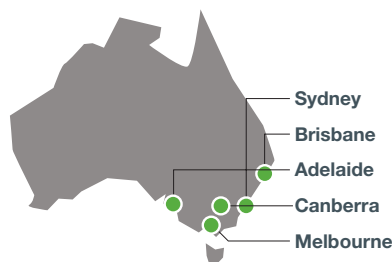
## Leading the Way

**NICTA is Australia's Information and Communications Technology (ICT) Research Centre of Excellence, answering the hard questions in ICT research. NICTA drives innovation through high-quality research, research training and technology transfer. We are located in five laboratories in four cities around Australia: Melbourne, Sydney, Canberra and Brisbane. Specialised teams are focused on a series of specific research themes and business areas.**

**Our work as a world-class research institute and Centre of Excellence in science and innovation brings together many of Australia's and the world's top ICT researchers. NICTA provides them with the facilities and support they require, making imagination to impact a reality.**

**NICTA's unique approach fosters and develops ICT research. We work closely with both industry and other research institutions to solve problems and make breakthroughs in ICT with real impact. NICTA's focus on use-inspired research means our projects have direct relevance to the challenges faced by business, government and individuals around the world. The result is breakthrough technologies that provide commercial opportunities and have a positive impact on Australia's export earnings.**

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 and the Digital Economy  
 Australian Research Council

### NICTA Funding and Supporting Members and Partners

