



News Release

PeopleMaps To Guarantee Five Per Cent Attrition Reduction Within three Months in Customer Contact Centres

PeopleMaps to Launch New Low Cost Psychometric Profiling Test
At Customer Contact Convention 2008

Glasgow 12 November 2008 – Online psychometric profiling company PeopleMaps will announce a new service that will guarantee to reduce staff turnover rates in contact centres by 5% within three months at the annual Customer Contact Convention in Edinburgh on 18th & 19th November 2008.

The new service has been developed in conjunction with the Customer Contact Association (CCA) to tackle some of the major issues that are facing the industry, including staff attrition rates, team development and succession planning.

The new online service, which can be accessed via the CCA's web site at www.cca.org.uk or from www.peoplemaps.com direct, enables customer contact operations to create personality 'benchmarks' based on the profiles of successful employees in a variety of roles which they can use in their recruitment process. Importantly, the entire service is delivered entirely online and does not require any consultancy input to work.

"The benchmarks are created instantly online and every job applicant can be compared against this to determine which role they would be most suited to. At the convention we will launch our 'unmetered' low cost service so that contact centres can profile everyone applying for a position no matter how many apply. And if attrition rates are not reduced we'll provide a full refund," explained Martin Gibbons, CEO of PeopleMaps.

In a recent pilot in a customer contact centre in the West of Scotland, the company used this method and reduced the amount of interviewing that it had to do by 70% and after six months the monthly attrition or 'churn' rate had dropped from 46% to 12%.

"As the industry average attrition rate is currently 24%, the potential savings for companies on recruitment, training and attrition costs are immense. It is estimated that it costs between at least £16k to recruit and train an individual, so when that investment walks out the door it hurts," said Martin Gibbons, CEO of PeopleMaps.

"The power of psychometric profiling is already very well established but previously expensive to use on a large scale. Now using the internet as the delivery channel the new system has

dramatically reduced the cost and provides instant delivery giving employers the insight they need in what is essentially a personality focussed job.

“People whose personality is suited to a job in any industry are happier and more productive. The profiling system simply identifies those people who are a natural fit. However, as there are many different roles in any organisation, no one should be rejected as their personality is likely to fit another position in the organisation that they might not even have considered.”

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Notes to Editors

About PeopleMaps

PeopleMaps provides psychological profiling (sometimes called personality or psychometric testing) products to businesses and consumers across the globe. We are experts in psychology, technology and marketing and make affordable profiling available to everyone with access to the Internet.

The technical bit - The psychological profiler underpinning PeopleMaps is a Jungian profile designed to measure an individual's psychological make-up. Jung's bi-polar scales measure the attitudes of introversion and extraversion, together with the rational preferences of thinking and feeling and the irrational preferences of sensing and intuition. These are combined to arrive at the psychological profile or 'type'. www.peoplemaps.com