



CASE STUDY:

Reducing Turnover in US-Based Insurance Agency

AT A GLANCE

- **Client:** A Large U.S.-Based Insurance Agency specializing in flood insurance.
- **Challenge:** High turnover due to unstructured hiring decisions
- **Solution:** Implemented HR Avatar's pre-employment assessments to improve hiring accuracy
- **Results:** 30% decrease in turnover, improved candidate selection process

IMPACT

- More structured and data-driven hiring decisions.
- Increased employee retention and job performance.
- Better alignment between candidate expectations and role responsibilities.

THE CHALLENGE

The insurance agency relied on **resumes and gut instincts** for hiring decisions, leading to hires who lacked **customer service skills**, failed to **follow directions**, and **missed work**. This resulted in **high turnover and inconsistent employee performance**.

THE SOLUTION

HR Avatar's **off-the-shelf assessments** were introduced to evaluate candidates on **Cognitive Ability, Personality, Past Behavior, and Skills** in a single assessment. Structured **interview guides** were used to enhance hiring consistency and predict candidate success.

KEY FINDINGS

30% Reduction in Turnover

A sustained decrease in employee attrition.

Better Hiring Decisions

Assessments identified **potential top performers** before hiring.

Improved Candidate Awareness

The Customer Service Representative assessment provided a **realistic job preview**, helping applicants make informed career decisions.

Standardized Hiring Process

The agency now **requires all applicants** to complete the assessment as part of the selection process.