



## **DIGITAL MARKETING AGENCY** predicts the success of call centre sales representatives

**CASE STUDY**

Revelian partnered with a leading branding, digital marketing and communication agency to understand the impact of emotional intelligence and cognitive ability on success for outbound call centre sales representatives.

Our client wanted to understand the relationship between performance in a challenging outbound sales environment, and the ability of employees in those roles to perceive and understand emotions and to acquire, organise, recall and apply information.

### ↓ **THE ANALYSIS**

Revelian undertook a detailed analysis of employee Emotional Intelligence (EI) using our Emotify game based emotional intelligence assessment, and Cognitive Ability using our award-winning Cognify game based cognitive ability assessment, and compared this to employee performance indicators provided by the client.

Demographic differences were explored, to identify any variances in Emotional Intelligence and Cognitive Ability within the client employee population, as well as in comparison to the general population. Relationships between the Emotional Intelligence and Cognitive Ability scores of participating employees and outbound sales performance indicators such as outbound call volume and length, call conversions and call quality, were analysed.

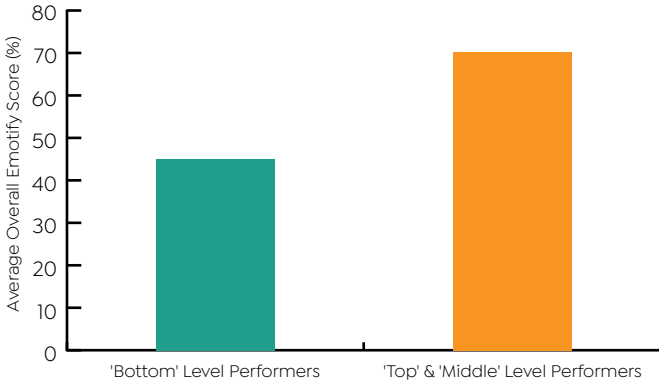
Complex problems require the consideration of numerous factors, possibilities and implications. Research has shown that cognitive ability or aptitude assessments become even more predictive of future work performance as roles become more complex and have greater information processing requirements. The higher a person's level of cognitive ability, the more likely it is that they are able to learn quickly, process information efficiently, and integrate new and old information in order to solve complex problems effectively.



## THE RESULTS

### EMOTIONAL INTELLIGENCE AND PERFORMANCE

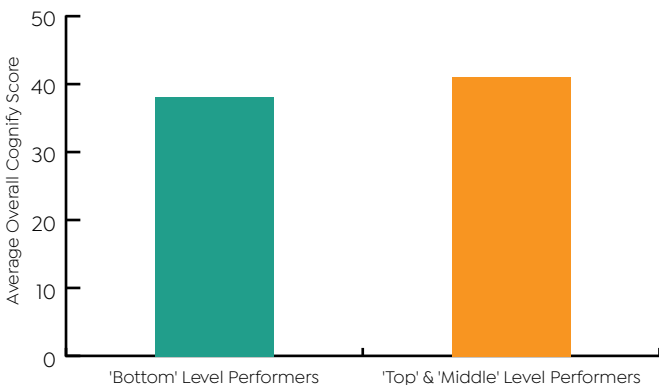
Clear correlations were evident between the Emotional Intelligence and performance scores of employees. Top and middle rated performers scored higher on average on Emotify than 'bottom' level performers. The research project showed that higher EI related to more sales on average per day, and that those with higher EI stayed on longer calls with prospects, and achieved more sales as a result of quality conversations.



**Emotional Intelligence refers to a person's ability to accurately identify emotions in others and themselves, which means that people with higher EI are more likely to be aware of themselves and others. They can also understand the complexity of different emotions, including the transitions from one emotion to another; how different emotions can blend together; and the causes and triggers of certain emotions. These skills combined mean that people with higher EI can be more socially aware, and better at anticipating and understanding others' responses and behaviours.**

### COGNITIVE ABILITY AND PERFORMANCE

There were also clear correlations between Cognitive Ability and performance scores. Top and middle rated performers scored higher on average on Cognify.



## COGNIFY

Cognify brings psychometric assessment into the 21st century. We merged game design thinking with proven cognitive assessment methods to build an engaging and fun experience for candidates. Cognify is suitable for assessing a broad range of role types from entry-level to C-Suite.

## EMOTIFY

Emotify allows you to measure EI in a way that provides useful, trustworthy information. It assesses a candidate's ability to accurately perceive emotions, and to effectively understand the connections between emotions and situations that lead to specific emotional reactions.



## THE FINDINGS

Outbound sales call centre employees with higher Emotional Intelligence and higher Cognitive Ability were more likely to:

-  **Make more calls**
-  **Make more effective calls**
-  **Have more quality conversations**
-  **Convert more calls to sales**

Discover what lies below the surface.

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