

**Reduce Recruitment
Processes by 30%**

- IF Insurance



master™

HR ASSESSMENT SOLUTIONS



Our purpose in being here is to deliver the best insurance at the right price, our motto being “relax, we’ll help you.” This signifies that we will help the customers in the best possible way, no matter their situation, and we want our customer service to reflect just that

Betina Maibom

The use of KPIs has, throughout the years, become a popular tool, not only in the insurance business but in almost all customer-focused businesses. The challenge is that traditional ‘bonus’ thinking combined with a classic focus on KPIs far too often is in the way of the excellent and positive customer experience of the professional service.

EFFECTIVE RECRUITING

IF insurance has incorporated several initiatives ensuring that the employees have the best possible prerequisites to meet the customer’s high demands. “This applies very much to the recruitment of new employees”, says Betina Maibom.

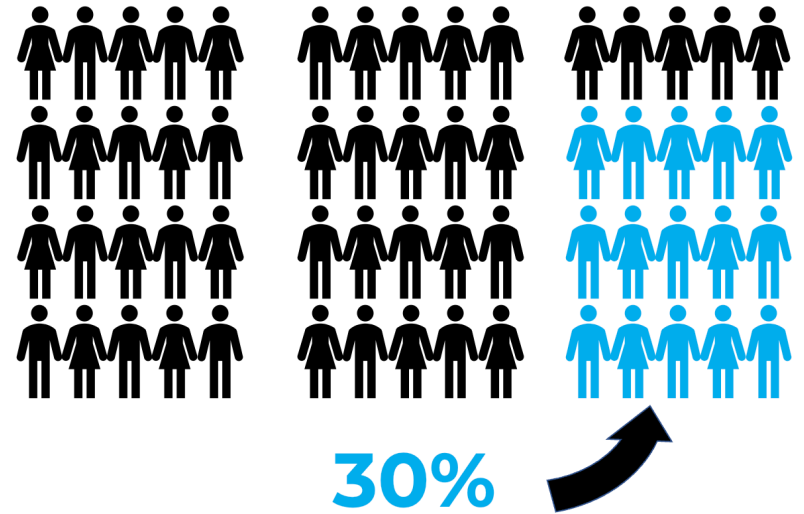
IF has joined forces with Master Denmark, implementing the new recruitment tool, BRIGTH. BRIGTH was developed to ensure overview, efficiency, and measurability in situations where “excellent service” is more difficult to measure. The difficulty of measuring “excellent service” is because the need to deliver the best possible service experience increases every time!

HAPPY EMPLOYEES, HAPPIER CUSTOMERS

“Measuring customer focus and the attitude of the employee when he or she meets or speaks with the customers is a challenge. In that respect, BRIGHT gives us a unique opportunity to do a tailor-made screening of candidates”, says Betina Maibom.

IF's recruitment process has been reduced by 30 percent - by merely letting Master's solution, BRIGHT, screen for and find suitable candidates. Additionally, the tool, with its focus on service attitude, has led to improvements in both the customers' and the existing employees' daily experiences, according to the customer manager at IF, Jane Husen.

Husen highlights that since IF started using BRIGHT and implementing several other different changes, **customer satisfaction quickly increased by eight percent**. IF is experiencing **three percent less sick leave** among the relevant employees, and employee satisfaction as a whole has improved.

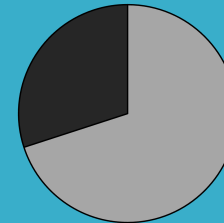




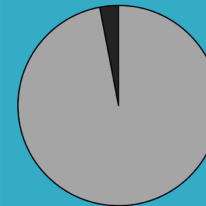
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Benefits of using tests for IF Insurance

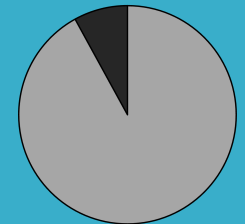
30% reduction on Recruitment Process



3% less sick leave per year



Customer Satisfaction increased by 8%



Want help to save time and money in your Recruitment Process?

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