

# BRIGHT

---

## GET THE RIGHT PEOPLE FOR EXCELLENT CUSTOMER SERVICE

**BRIGHT HELPS COMPANIES BE COMPETITIVE BY SCREENING IN THE APPLICANTS BEST SUITED TO SERVING YOUR CUSTOMERS.**

- + *Conduct fewer and more efficient job interviews*
- + *Lower your employee turnover*
- + *Raise your overall customer satisfaction*

**master**<sup>™</sup>  
VALUE PEOPLE

EXCELLENT CUSTOMER SERVICE





# DO YOU HAVE THE RIGHT PEOPLE FOR EXCELLENT CUSTOMER SERVICE?

*Top customer service is a competitive advantage.  
Find the right people to serve your customers – with BRIGHT.*



## SCREEN IN THE BEST PEOPLE

Friendly, efficient customer service sets a successful business apart from its competitors. But how do you find the right people to serve as the face of your business when you meet customers?

Bright saves your managers time, money and frustration by screening in applicants for customer service characteristics even before they come for an interview.

Developed by psychologists in co-ordination with service employees and managers, BRIGHT screens for people with the attitudes best suited to interacting with your customers.

### WHAT DOES BRIGHT LOOK FOR?

Different jobs require different attitudes and behaviors. BRIGHT can be adapted to whatever job you need to fill, whether it is retail, security, call centers, transport or something else entirely.

You set the attitude parameters for the employee you are looking for, such as:

- + **Active:** Is the right employee outgoing and friendly?
- + **Supportive:** Is the right employee helpful and empathetic?
- + **Strong:** Is the right employee self-confident and independent?
- + **Moral:** Is the right employee highly ethical and accountable?

### LOWER YOUR EMPLOYEE TURNOVER

By screening in people who are right for the job, you can cut down on stressful and expensive employee turnover.

## CREATE AN EXCELLENT CUSTOMER EXPERIENCE

BRIGHT helps you define the type of behavior that's the best fit for each role at your company, so you can help your entire organization improve service levels and deliver an excellent customer experience.

### WHAT IS BRIGHT?

Bright is an online screening test for attitudes and behaviors.

- + Developed by psychologists in co-operation with service sector companies
- + An online test consisting of separate and validated scales
- + Can be tailored to the needs of each position
- + Flexible and short testing time, supporting your workflows

### WHY BRIGHT?

Save time and money in your customer service recruiting process.

- + Supports high-volume staffing processes
- + Lets you define criteria for effective screening
- + Helps you quickly identify qualified candidates
- + Fast, non-discriminatory and unbiased hiring

*"We use BRIGHT when we hire our security personnel, and use our customers' criteria as part of the evaluation, so we can work towards the perfect service profile."*

HR MANAGER LAILA MADSEN, SECURITAS A/S

BRIGHT is one of many solutions available on the Metis assessment platform. Metis brings all of your assessment tasks together in a unified, efficient workflow.