

“Assessment Pulse from the Careersindia team brings to you the happenings in the assessment space which are of high relevance.”



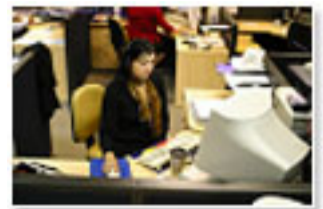
Welcome to Careersindia's news update

Assessment Pulse from the Careersindia team brings to you the happenings in the assessment space which are of high relevance. We welcome your feedback and are ready to incorporate need-based changes in the content, format and frequency. Happy reading. This month's highlights are -

- [India's VOICE – A Research Study](#)
- [Ongoing Research Initiatives](#)
- [Exit Pulse – Product Details & Offers](#)

India's VOICE – A Research Study

India's strategic advantage as a BPO offshore provider is its huge population of English speaking talent base. With China and other South East Asian countries moving up the English ladder – the pressure is on India to deliver quality through its talent base.



“Careersindia has successfully launched the first of its kind online Indian voice evaluation with real time evaluation modeled on the same lines of the ETS”

Careersindia recently conducted a research study of a record 7000 Associates working in India's BPO Industry.



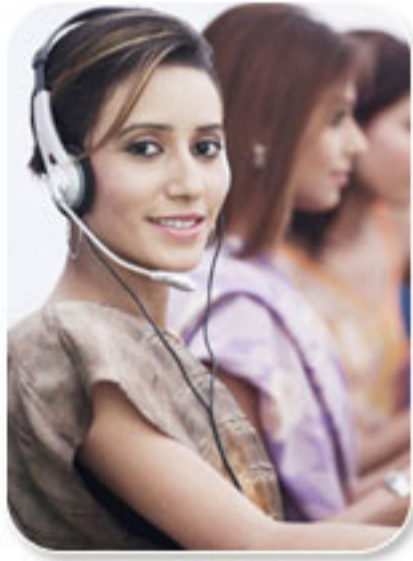
The region wise break up of participants is: North India-1929 (28.8%) South India-1544(23%) East India – 1823(27.2%) West India –1410(21%)

The average age of candidates in years is 26.59 with the standard deviation of 5.99 years.

“Careersindia is the only India company specializing in the e-assessment space with a proven track record of having completed thousands of online voice evaluation over the last three years and a proven delivery model”

Research Findings

- The research sample participants scored high on in English Clarity across India, with a minimum average score of 74.7% and maximum of 91.1%.
- All regions scored low in Accent and Grammar with a minimum average score of 55.9% and maximum 64.6%.
- South India performed well in all dimensions followed closely by the East Region.
- The Western Region came third, while North India secured low scores in all dimensions.
- On the whole, Females surpassed their Male counterparts in English Intonation, Fluency and Verbalization of Thought.
- Only in West India, Males outperformed Females in Fluency and Verbalization of Thought.
- No significant discrimination was found between different age groups with respect to different regions.



Success Profile –

Based on our research findings the following factors have emerged as the typical Success Profile for Voice BPO processes in India.

- Female
- Age – 29 yrs +
- Work Experience – 3 yrs +
- From the East or South of India

To Create a “**Company Specific Norm**” please [contact us](#) with the subject line as “**company specific norms**” .

Special Rates are applicable only for the **subscribers** of this Newsletter.

*“Special **Introductory Offers** are available for the subscribers of this newsletter.”*

ExitPulse – From Attrition to Insight



As an extension to our pre employment assessment process, the Research team at Careersindia has developed '**ExitPulse**' -an online assessment service to support its clients understand the causes and trends of attrition within the organization which can lead to formulate effective strategies to manage attrition.

ExitPulse – Product Details

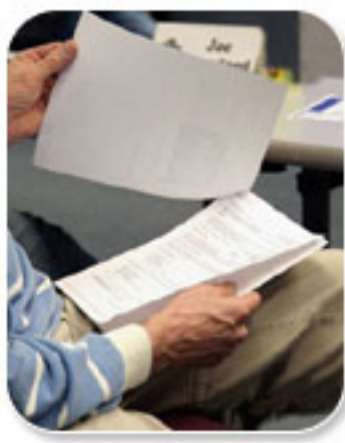
An online survey to record, assess, analyse and report feedback of the employees leaving your organisation. It lets an organisation systematically collect data in an easy and convenient manner. It makes possible periodic reporting in flexible and customised formats.

Report Options:

Online, instant and customized report generation options are available.

Data collated gets presented through user friendly display screens on various parameters such as "Departments/BUs", "Level", "Location", etc. and on different dimensions like "Compensation", "Work Relationships", " Job role", etc.

- **Tables and Graphs of Key Data**
 - Comparisons between demographics and key areas identified will be presented in graphs. These graphics provide a clear visual representation of the areas where your company excels and the opportunities for improvement.
- **Data Analysis**
 - This section explains the results in an easy to understand narrative format. It is tailored to the Human Resources professional. An **ADVANCED Analytics** option is also available.



Careersindia's Ongoing Research Initiatives

Retail Study - A project for the ground-up development of an entry level Behavioural Competency Profiler for the Retail Industry

Organisation Culture Study - A project for the development of an Organizational Culture Assessment for the Indian Industry

Software Study - A project for the development of an entry level Behavioural Competency Profiler for the Software Industry

If your organisation is interested in taking part in the current survey please do [inform us](#) with the subject line as “**Research Participation**”

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