SplashAnalytics
Break Through The Surface

How do we keep them?

The problem:
Employee attrition was costing one of the world's largest contact center outsourcers millions of dollars while making it difficult to consistently exceed its clients' program goals. It was already using traditional pre-hire screening tests to help identify new hires most likely to stay. But too many employees were still leaving after they were trained.

The challenge:
Accurately identify those employees most likely to leave soon and produce weekly lists of those employees to management so they can proactively intervene. Develop a solution that can be rolled out in a controlled pilot first.

Our solution:
Leveraging demographic, geographic, employee performance, and schedule-adherence data, we built a logistic regression model to identify employees most likely to be on the verge of leaving the company. Our reports convey scores and the model variables driving the attrition risk so management teams could respond with relevant, employee-specific solutions.

The result:
During the pilot, attrition rates dropped an average of 23% when compared to the control group, resulting in annualized savings of over $500,000. This project's overwhelming success led to its being rolled out company-wide.