



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.

ABOUT US

Capabilities:

Advanced regression modeling, clustering and classification, design of experiments, hypothesis testing, machine learning, data visualization, and geospatial data analysis utilizing Python, R, SAS, SPSS, and Tableau

Founded:

March of 2012

Staff:

Highly skilled team of 11 with 100+ years of business and analytics experience

Location:

Based in Louisville, KY, and recently named one of its fastest growing privately held companies

Target Industries:

Retail
Healthcare
Manufacturing
Direct Marketing Services
Membership Organizations

Let us use data to help you
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