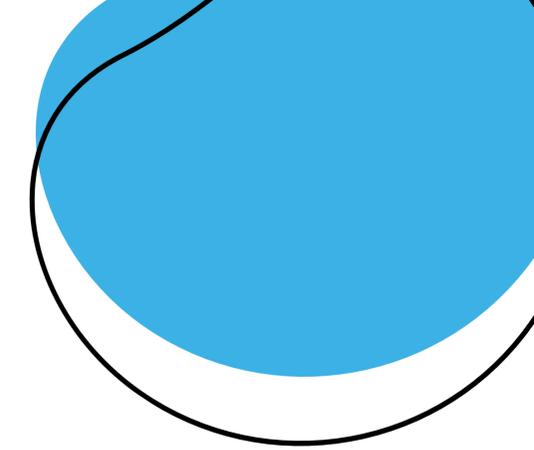


CASE STUDY

Partnering with PATLive to reduce turnover by 72% in 12 months



INDUSTRY

BPO

JOB FUNCTION

Virtual Receptionist

PROBLEM

High turnover in new hires

OUTCOMES

Reduced 90-day turnover by 51%

Background

PatLive provides live virtual receptionist and call answering services for broad range of clients. Their services range from general inquiry to appointment, setting, message taking and order processing.

The Challenge

The company's largest position is their Virtual Receptionists, filled by a fully remote staff. This position was experiencing high turnover rates causing staffing shortage issues for their customers and hurting the company in both high recruiting costs and lost productivity.

The Journeyfront Solution

Journeyfront identified patterns from existing employees and new hires that were most predictive of turnover. This information was used to build a screening plan to specifically target the traits that identify those who would stay longer. After our initial hiring cohorts, additional adjustments were made to focus on the biggest problem area for turnover, those turning over within 30 days of their start date.

Results

Over the course of 12 months the percent of new hires in the virtual receptionist role that turned over dropped from 90% to 25%. This 72% decrease in turnover translated into tremendous savings in recruiting, hiring and training costs as well as increased productivity of the team.

72% | Reduction in quarterly turnover

