



SUCCESS STORY:

ADDRESSING KEY BPO WORKFORCE CHALLENGES AT SCALE WITH AI INTERVENTION



THE BACK STORY:

DIAGNOSING A DISENGAGED WORKFORCE



In the highly competitive Business Process Outsourcing arena, our client, a BPO with 1800 agents, was experiencing absenteeism above industry norms and a sky-high 62% attrition rate. These issues were eroding the pillars of operational efficiency and service excellence.

This is when they turned to HeadsUp to help solve their problems.



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THE CHALLENGE:

HIGH ABSENTEEISM, ELEVATED TURNOVER, AND DISCONNECTED LEADERSHIP AWARENESS

The key issues identified were:



High Absenteeism: This disrupted operations, impacting scheduling efficiency and customer satisfaction. The goal was to decrease unplanned absences to better allocate the workforce and enhance service delivery.



Elevated Turnover: Exceeding the industry average of 40%, the client's high turnover negatively affected employee morale and significantly increased onboarding expenses. Strategies focused on engagement and stabilization, informed by data, aimed to improve retention.



Disconnected Leadership Awareness: A gap existed between frontline operations and executive understanding, impacting employee well-being. The introduction of the HeadsUp AI module aimed to bridge this gap by providing leaders with insights into Mental Health, Workplace Safety, and Diversity and Inclusion issues.



THE TRANSFORMATION:

HEADSUP DIALS-IN FOR POSITIVE CHANGE

The organization initiated a partnership with HeadsUp to confront these pervasive challenges, applying HeadsUp's comprehensive engagement methodology to pinpoint and rectify the underlying factors of employee discontent and attrition across the board. HeadsUp employed the following strategy:



Holistic Engagement Analysis:

Deployed detailed bi-annual engagement surveys complemented by regular pulse WE Index™ weekly opinion pulses to gauge and enhance employee engagement throughout the organization.



Predictive Churn Modeling:

Utilized HeadsUp's machine learning algorithms to identify and anticipate potential attrition risks by analyzing a broad spectrum of data and feedback.



Customized Action Plans:

Formulated bespoke action strategies informed by AI-driven insights, emphasizing on cultivating leadership, career growth pathways, and promoting an integrated work life dynamic for all staff.



THE OUTCOME:

RESULTS AND WRAPPING UP

Quick Results



12% reduction in annualized agent churn.



15% reduction in unplanned absenteeism - 18 agents per day back in action!

- By embracing HeadsUp's ML and AI solutions, the BPO not only reduced absenteeism and turnover but also saw a ripple effect of benefits. Increased agent presence and retention led to higher customer satisfaction and a reduction in onboarding costs.
- With our AI insights, leadership took proactive measures, creating a safer and more inclusive work environment, which further contributed to employee satisfaction and loyalty.
- The deployment of HeadsUp marked a new chapter for the BPO, showcasing the tangible benefits of strategic workforce management powered by advanced analytics.

THANK YOU

CONNECT WITH US

For more information on how HeadsUp can transform your workforce engagement, visit headsup.co or email hello@headsup.co. Discover the difference of a solution that values both innovation and the well-being of your team.

