



CASE STUDIES

ORG360

LEVERAGING MOTIVATION TO INCREASE RETENTION

CHALLENGE

An alarming trend was discovered by one of our call center clients. The retention risk was higher among its fastest growing locations. In other words, those locations with the highest revenue growth also had the highest turnover and the greatest threat to retention.

RESPONSE

After digging into the ORG360 report data it became clear that high performing employees were delivering the results of the most successful locations. Yet these high performers were leaving the company for new opportunities. It was concluded that the company was not adequately communicating opportunities to these high performers.

OUTCOME

The leadership team to implement a performance management and succession planning process that developed high performers for future leadership roles. Turnover of high potential staff was reduced by 23%.

OPERATING EFFICIENCY – CULTURE MAKES IT WORK

CHALLENGE

A manufacturer wanted to compete on the basis of efficiency. To do this they decided to focus on company-wide process improvements in order to achieve this strategy.

RESPONSE

Different business strategies require different company cultures to support them. Results from the ORG360 were analyzed to pinpoint how well the company's culture mapped the characteristics of an efficiency-oriented strategy. With this information the company was able to pinpoint processes within its culture to improve efficiency.

OUTCOME

Specific cultural drivers of efficiency were addressed to execute the company's efficiency strategy. It was decided that a process approach would help guide the company's improvement efforts. The company is now in a position to conduct a deliberate process of culture change to improve its operating efficiency.

USING SERVICE TO COMPETE FOR CLIENTS

CHALLENGE

An accounting firm had grown market share rapidly by retaining clients their competitors had passed over. Yet many of these clients were a drain on the staff, marginally profitable with high turnover. In the highly competitive landscape of accounting services, client focus is a strategic imperative. Accounting firms ignore client focus at their peril, as retaining clients is a key driver of financial performance.

RESPONSE

After a deep dive into the ORG360 results it was concluded that it took as much effort to service a profitable client as it did an unprofitable one. It was decided to develop objective criteria and rank all existing and future clients. Differentiated service levels were established to give the high profitable clients premium service.

OUTCOME

In the first 14 months the firm experienced a 5% reduction in client defections that translated into a 25% increase in profitability.

Unleash the power of insight in your company, call +1-888-402-0088 or visit workplacestars.com