## Case Study

### Outsourcer Transparent BPO Significantly Drops Attrition While Improving Operational Metrics

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Solution</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agent attrition was a $500,000 problem. Belize is challenging with a small labor market so employee retention is critical to business success.</td>
<td>Engagement survey to measure key factors influencing employee engagement. Train leaders to be accountable for team members’ engagement.</td>
<td>In just 1 year, one line of business, handling inbound order entry and customer service, annualized attrition was down 80.38% and upsell success was up 45.3%</td>
</tr>
</tbody>
</table>

Central America's Belize, a country of 400,000, offers great features for nearshore contact centers, such as language and culture similarities to the US. However, because it’s a small labor market, employee retention is both a challenge and a top priority. Transparent BPO (TBPO) experienced explosive growth the past 10 years and currently manages 5 locations in Belize with over 2,000 employees.

TBPO’s $500,000 annual cost of attrition was a business challenge impacting profitability, customer service and quality. Management also understood that increasing employee engagement would increase their service quality, improving the ‘intangibles’ that can be hard to measure but result in higher client satisfaction.

TBPO partnered with TalentKeepers to build a systematic approach to identify retention and engagement drivers, and a process to leverage the influence front-line leaders have on employee’s decisions to stay or leave.

The positive impact on metrics was immediate. One line of business focused on inbound order entry and customer service saw annualized attrition drop 80.38%. On a second line of business, annualized attrition was down 59.49% and because of these strong improvements the client added another line of business. Overall 43% of employees are more satisfied today than 6 months ago.

---

Don’t wait until your turnover rate is out of control. Get strong results to improve employee engagement and retention with TalentKeepers’ solutions.

**Contact TalentKeepers to Learn More**

solutions@talentkeepers.com  407–660–6041 EXT 124