



### The Challenge:

High turnover at the entry level (58%) was negatively impacting Fleetcor's productivity and employee morale, causing an inconsistent on-boarding process across geographic locations, and creating mentality-of-practice silos.

The topline goal was to design and implement a consistently engaging and effective onboarding process for all locations that would positively impact retention and productivity.

### Our Solution:

- A cohesive 12 week on-boarding experience, including:
- Cross-functional collaboration between stakeholders – Talent Acquisition, Human Resources, Learning & Development and Hiring Managers
- The Modern Learning Model (70/20/10), powered by Jubi, a microlearning performance framework for sustaining the learning, supporting higher engagement during the first 12 weeks.
- 70% - Completion of exercises, activities and applying the company values daily
- 20% - Interaction with manager and peers via Jubi microlearning platform
- 10% - Orientation Day
- Week-by-week plan for participants with learning milestones, planned activities all packaged in a tabbed binder for easy tracking of expectations
- A Playbook for leaders tying them to the 12-week program to ensure connection support for new hires
- Consistent messaging anchored in company values, supported by a visual theme and concise, focused text

### The Outcomes:

- 90-day attrition rate: From 58% - to 28%
- Higher cross functional engagement positively impacting employee morale and creating committed community of stakeholders
- Higher employee retention for frontline employees
- Shorter employee ramp-up time to productivity

*"Clearwater Consulting Group is a trusted advisor and has touched just about every part of our organization. Initially, they were charged with developing a program to train frontline managers to become great managers. It took off so well that Clearwater subsequently created a great leaders program that they facilitated with leaders in our overseas offices, then in the United States. This led us to realize we needed a change transformation for our sales organization. Not only does Clearwater collaborate with us to develop programs for training and change, they help us measure the results — that is key for our organization."*

**Crystal Williams**  
CHRO, FLEETCOR