

“Once we could see the data on what specific traits were impacting success in each role, it started destroying some of the common myths about what call centers actually need.

If you’re trying to solve the issue of short-term attrition or performance, you need Journeyfront.”

-Heather Marcom
Head of Recruiting



Background

Freedom Financial, founded in 2002, is on a mission to help people overcome debt so they can enjoy financial freedom. They specialize in debt settlement, mortgage shopping and personal loans so people can meet their next financial goal.

The Problem

The Customer Service department employed 300 agents and were experiencing a 50% turnover rate within the first 90 days of employment. After some digging, numerous possible factors were identified but without actionable data, it was difficult to accurately identify specific causes or how to implement specific solutions.

Solution

Journeyfront's Assessments and Interview Guides were built to reduce short-term turnover and improve performance. The process was to identify what attributes the most successful employees at Freedom Financial embodied and then apply that data to their candidate evaluation process to create a highly accurate, repeatable hiring process. The results speak for themselves.

Where They are Today

By leveraging the closed-loop feedback system, Journeyfront is able to use on-going data to drive continuous improvements to the hiring process. The success of this case study led to the expansion of Journeyfront into three additional departments who have all experienced positive results since.

Formula Breakdown $\$12.5k \times [(365/158)-(365/231)] \times 275 = \2.5 Million

\$12.5k: The average cost to replace a frontline employee, according to Human Resource Institute.

(365/138) = 2.31: # of times FF had to hire an employee to fill a position for 1 year based on median tenure per customer service employee (138 days) prior to Journeyfront.

(365/209) = 1.58: # of times FF had to hire an employee to fill a position for 1 year based on median tenure per customer service employee (209 days) after Journeyfront

275: # of customer service employees that turned over in 15 months.