

CALLOGIX FINDS A GREAT NEW OFFERING TO SOLVE THEIR RECRUITMENT & RETENTION CHALLENGES

CaLLogix sees company-wide buzz and high adoption after launching new DailyPay offering.

CaLLogix is a high-touch contact center business based in New Hampshire and employing nearly 1000 call center operators. To maintain their customer-service focus and high quality, they must employ and retain experienced employees for their 24/365 offerings across phone, email, and fax communications. The high cost of their industry-average turnover rates put pressure on their ability to compete in the market, where their rates are typically 30-35% lower than what most internal call centers cost.

On average, across industries, a departing entry-level employee who makes around \$40,000 per year will cost their employer 40% of their annual salary (\$16,000) to replace. According to a report by Equifax Workforce Solutions, more than 40% of turnover happens within the first month, and another 10% or more leave before their first anniversary.

As an ancillary concern, CaLLogix is competing for the same employees alongside their key competitors and the burgeoning work-from-home customer service industry. Finding a benefit that places CaLLogix ahead of the competition is exceptionally important when dipping into the same, limited pool of qualified applicants.

CaLLogix is eager to solve these issues, and it starts with employee satisfaction

Two months before adopting DailyPay, CaLLogix raised pay across the company, but they didn't see the kinds of results they'd hoped for and raising wages again would jeopardize their ability to price their services competitively.

THE RESULTS

1K

call center operators across two locations

20%

of employees activated their new DailyPay accounts and made their first transfer within the first week

34%

of adoption and growing were reached by CaLLogix employees, by the third week

OVERVIEW

CaLLogix is a New Hampshire-based contact center company that manages millions of client calls and interactions annually and has been in business for more than 20 years. CaLLogix operates 24/365, providing customized programs for companies requiring high-touch contact services

INDUSTRY

Contact Center

THE PROBLEM

High Turnover

THE SOLUTION

Offering DailyPay has helped CaLLogix attract talent faster while increasing employee engagement and retention

HEADQUARTERS

New Hampshire

FOUNDED

2000



In a tight labor market, jobs requiring all types of skill sets are easy to land. Even companies paying roughly the same amount as CaLLogix might offer a remote-work option or a position with no night-shift work.

When a trained agent leaves, fewer people are available to make sure that work goes smoothly and agents are quickly overloaded, which increases wait times and decreases customer and client satisfaction. This high employee turnover forces companies to constantly hire new people. This results in higher costs for recruiting and training new staff.

Call centers also suffer from low employee engagement. These positions are often stressful and repetitive, making it all the more difficult to get employees excited about and involved in their work. And with rising client expectations thanks to social media, fierce competition, and technological innovations, a disengaged employee may do more harm than good.

CaLLogix needed to find a perk to help improve engagement, increase hiring abilities, and/or reduce turnover that was cost effective and appealing, **universally**.

How did the decision-makers select DailyPay?

When CaLLogix's CEO Sherry Leonard learned about the success other call centers like DialAmerica and SilverFire have with DailyPay, she immediately scheduled a call. They quickly understood the value that DailyPay could offer.

DailyPay answered many of the problems CaLLogix faces:

- DailyPay is a universal perk with a proven track record for increasing engagement, productivity, and retention.
- DailyPay is a financial wellness benefit that alleviates financial stress by allowing employees to avoid late bill pay fees or non-sufficient funds fees at any point in the pay period, which could save them up to \$1000 per year.
- DailyPay is easy to implement, requires no change to existing payroll processes, and provides their own customer support, which takes the burden off of the HR and Payroll departments.

Employees also have access to their money faster, which is a huge benefit for some of the applicants CaLLogix works with. If an employee has been out of work, having access to their earned wages immediately can be a huge incentive – one that can help boost recruitment for CaLLogix and benefit their struggling new hires.

A successful rollout

The launch was met with company-wide buzz, and in the first week, 20% of employees activated their new DailyPay accounts and made a transfer. By the third week, 34% had used the product, and the participation rate is steadily growing.

DailyPay offers CaLLogix operators an intuitive platform for accessing their earned but unpaid wages. After completing a shift, the net amount earned is added to an available balance from which employees can withdraw up to 100% and receive their money instantly. Fees plague wage earners more than anyone. With DailyPay, CaLLogix employees can avoid late fees, overdraft fees, and high-interest payday loans on sudden expenses.

