Fortune 50 Leader Reduces Frontline Turnover Using Personal Mobile Phones

11.7%
Reduction in Voluntary Turnover

3.6
Benefit-Cost Ratio

120
High-Impact Locations

AL
actionlogics

∷ Summary

This **Fortune 50** leader embarked upon an ambitious strategy to transform their talent experience. Like many organizations, the company was caught in a familiar cycle of **high-volume recruiting** and **voluntary turnover.** This directly impacts customer experience while adding significant avoidable cost to the organizational bottom line, in terms of the cost to replace talent.

The company had the added challenge of **connecting with frontline talent** - both **candidates and employees** - in a consistent, meaningful and personalized way. There was nothing that currently existed in which to do so. After much discussion and exploration with various internal teams including HR, Legal, IT and Communications, it was clear that a digital solution - made available to talent on their own personal devices - was the key.

It would empower the company to proactively communicate with talent and to create and sustain engaging relationships with this diverse and deskless group of mission-critical employees.

The company partnered with **ActionLogics** to develop a first-to-market talent experience platform that leverages **AI, ML and behavioral science** to impact retention through choice architecture, game theory and an early warning system of turnover intent.

As a result, after the first year of deployment, the company averaged an **11.7% reduction** in voluntary turnover and generated a **3.6 benefit-cost ratio.** During this time period, they also were able to create a sustainable cost avoidance methodology.

Challenge

This Fortune 50 global service provider is heavily reliant on its people, processes and systems. The company was no stranger to familiar challenges like ghosting, low engagement and voluntary turnover, especially among its frontline talent. They astutely realized that a bold, transformative approach was needed.

The company explored their **entire talent journey**, from candidate to pre-hire, and from onboarding throughout employment. **Digital transformation**, by way of a **mobile-first approach**, was identified as the key to proactively communicating with talent during every phase of their journey, engaging with them from day zero (as a candidate) through the alumni stage. Improving reach and access to share timely information and personalized content also was of paramount importance.

The company was then faced with finding and deploying a solution that **easily integrated with their current HRIS and ATS**, had best-in-class security and identity management, and was highly configurable. In addition, they wanted a business-managed solution that empowered HR, Legal and Communications to dynamically manage talent experience in real time and required only minimal support from IT, allowing this vital group to focus on other mission-critical objectives.

Action

After exploring various options, the company selected **ActionLogics** as its preferred solution. The initial pilot focused on candidate experience and on specific job roles with frequent turnover, in two of the company's largest locations.

Due to its success, the talent relationship platform was expanded to **120 high-impact locations**, that were identified by leadership, throughout the U.S. In addition, the app was activated for employees everywhere. The company was now able to "journey map" in near real time as if they were an actual candidate or employee and get feedback directly from their talent. The **behavioral data** that was aggregated and analyzed confirmed certain suspicions, uncovered new blind spots and revealed profound insights - that were authentic and non-biased - regarding their talent's experience.

The company made full use of ActionLogics' ability to create and nurture relationships with their talent in the flow of work and life. They shared content that was delivered on time and with intent. They also were able to create and deploy **personalized**
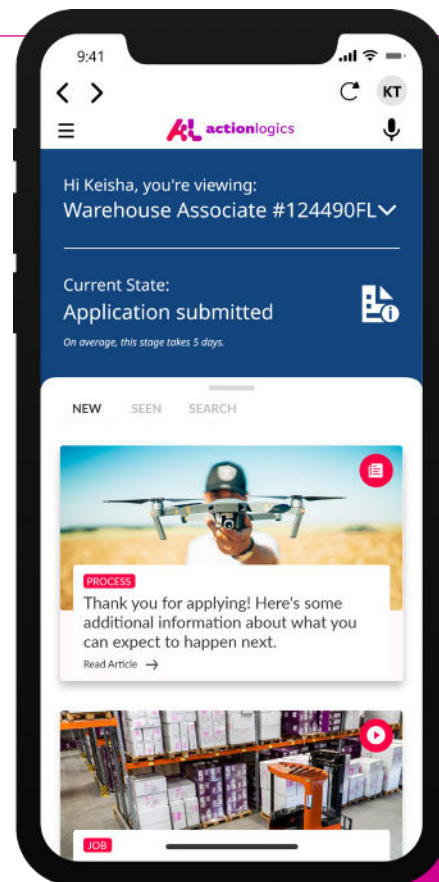
Candidates were invited to download the mobile app to track their application and gain a deeper understanding of both the company and the role they applied for. The company was able to pivot in real time, as the candidate progressed through the interview, pre-hire and onboarding stages to full employment.

⣿ Action *continued*

pathways for each employee, doing so with a proprietary blend of AI and **"next best action" choice architecture** combined with the employee's actual user behavior in the app. Based upon an employee's specific interests, they are served content that is most useful and beneficial to them, and underscores how their employer can support them in their pursuit of personal and professional goals. Use cases, which were built directly from frontline feedback, include: learning and development, diversity and inclusion, well-being and care, employee benefits, and more.
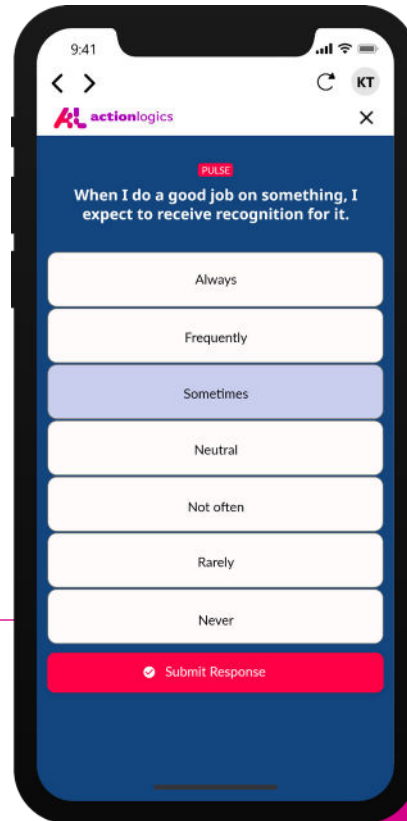
⣿ Impact

Recognizing that their approach to candidate and employment engagement was disjointed and disconnected, as well as burdensome on frontline managers, this global leader embarked upon an ambitious transformation initiative. By deploying a comprehensive and holistic strategy - and first-of-its kind solution - they are creating and nurturing relationships that elevate candidate and employee experiences, increase engagement and productivity, and reduce voluntary turnover.

The company was able to put its HR team in the driver's seat with a **direct communication** channel that shapes, influences and personalizes candidate and employee experience in real time. HR was empowered with a **custom-branded console** to deliver the right messaging at the most opportune time, while amassing a wealth of insights and data to make informed, impactful decisions faster. They also were able to identify experience detractors, such as ineffective recruiting, poor onboarding practices, perceived lack of advancement, etc. And the company identified another area of opportunity: using targeted communications to free up the capacity of frontline managers so they can address their employees' more complex needs.

Together with ActionLogics, this global leader reimagined their approach to talent experience

In addition, the company utilized ActionLogics' proprietary **Social Needs and Rapport (SONAR) behavioral model** that explores 10 "domains" that influence an individual's behavior in work situations. Customized SONAR pulse surveys were deployed at pivotal journey milestones, such as the first day, week, month(s), etc. Critical insights related to **expectations vs. experience** gave the company actionable insights to positively impact talent experience and identify - and reverse - early turnover intent.

and strategically deployed a next-level, innovative approach to talent engagement and relationship cultivation that goes well above the core experience provided by its existing ATS and HRIS systems. They viewed candidate and employee experience through the lens of their talent, mobilized impactful content, and used advanced technologies to predict and promote personalized talent journeys. Feedback from candidates and employees was extremely positive, and frontline managers and recruiters benefited greatly. The company was able to elevate its employer of choice status and quickly recouped its initial investment in the ActionLogics solution. In one year, this Fortune 50 company successfully reduced voluntary turnover by 11.7%.

"Within our large organization, we had multiple teams trying to affect the same thing. With ActionLogics, we were able to create a unified foundation that was managed as a consolidated platform by one business unit. This freed up a lot of time and resources and made our workforce more productive. It also empowered us to create stronger relationships with our talent and reduce costly turnover."

– Customer Lead
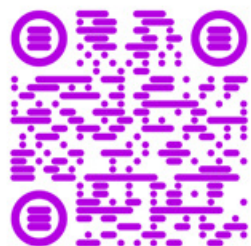
To schedule an ActionLogics demo, reach out to:
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