

## CONTACT CENTER

# Maintaining a Turnover Rate of Less Than 5% in Payer Contact Centers



### Turning the Tide on Turnover

Turnover rate represents the percentage of employees who leave an organization over a specific time period. It's a key indicator of workforce stability and employee retention. Turnover rate is a critical KPI for contact center performance, directly affecting service consistency, training costs, and team morale. Lower turnover rates contribute to a stable and experienced workforce, enhancing overall efficiency and customer satisfaction.

Clarity Performance Solutions partnered with a large regional payer organization at the beginning of 2024 with a goal to reduce turnover rates across each of their lines of business. Starting in April, we faced an overall turnover rate of 3.15%. Specific LOBs, experienced higher turnover rates at 8.00%, indicating significant room for improvement in employee retention.

For our client, their high turnover led to increased hiring and training costs, along with disruptions to customer service continuity, particularly in specialized areas. These factors combined to affect customer experience and operational efficiency for our client.

After a month of observation, Clarity began implementing several strategies to improve employee retention. These measures were introduced in early May, with a focus on addressing turnover rate drivers before the end of the second quarter.

- Enhanced **employee onboarding** and training programs to better equip new hires.
- Introduced **incentive programs** for long-term employees.
- Conducted regular employee **feedback sessions** to address workplace concerns.

## Reducing turnover from 3.15% to 0.00% in only 3 months.

**April:** The average turnover rate was 3.15%, with several lines of business experiencing turnover of 8.00%.

**May:** Following the interventions, the overall turnover rate rose slightly to 4.08%, primarily due to a reduction in headcount and terminations in the Commercial Provider line. However, most other lines maintained a 0.00% turnover rate, indicating stabilization.

**June:** By the end of June, the turnover rate had dropped significantly to 0.00%, showing a complete halt in employee departures across all lines of business.

With the reduction average reducing from 3.15% in April to 0.00% in June, we successfully demonstrated the effectiveness of Clarity's targeted retention strategies for our payer's contact center.

The decreased turnover positively affected service quality and customer satisfaction, as more experienced employees remained in their roles. This stabilization helped reduce the need for constant recruitment, lowering associated costs and allowing the team to focus on delivering higher-quality service. Moving forward, our goal is to maintain a turnover rate that stays below 5% at all times across all lines of business.

### Reducing turnover rates significantly improves operations and leads to a more stable and experienced workforce.

Keeping turnover rates down is the top priority for us. We focus on employee engagement through additional training modules and wellness programs to sustain these gains in retention. A low turnover increases stability and assures service consistency and improves handling of complex customer interactions across all lines of business.

Contact us at [www.ClarityPerformance.Solutions](http://www.ClarityPerformance.Solutions)