

# REDUCING STAFF TURNOVER IN A RETAIL BUSINESS



## OVERVIEW OF THE CHALLENGE

A retail client was facing a challenge in filling vacancies which was compounded by an increased level of staff attrition. The issue was impacting growth.

The company needed to get to the bottom of why its people were leaving. The management team had some ideas as to root causes but did not want to act without evidence. We were brought in to use independent research and data analytics to test and verify management's hypothesis.



## HIGHLIGHTS & IMPACT

- ▶ Significant reduction in recruitment and training costs
- ▶ Improved operational stability
- ▶ Attrition rates cut by 27% and overall retention improved
- ▶ Analytical tool allows the client to identify trends that can improve staff satisfaction provides a more sustainable way of resolving future retention challenges.



## DIAGNOSTIC

- ▶ We audited the reliability of and then reviewed all available internal information sources
- ▶ We provided the client with a predictive model and analytical tool that quantifies flight risk for individuals. The model uses data from the company's performance management system and Learning and Development activity to identify patterns for job types, locations and timing
- ▶ The analytical tool was rolled out to people managers to help them anticipate and mitigate attrition risk. A follow-up review has demonstrated a clear correlation between regular use of the tool and individual retention numbers.



## RELATED INFORMATION AND CONTENT

For more information, please connect with Sam:

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