



How Core2 Improved Retention and Reduced Costs for a Teleprospecting Call Center



CLIENT INDUSTRY

Teleprospecting

OUR EXPERTISE

Contingent Workforce Management



CHALLENGES

The call center we worked with in this case faced several critical and compounding issues:

CONTEXT

In teleprospecting, managing a temporary workforce effectively is crucial for maintaining operational excellence and growth. A teleprospecting call center — grappling with high turnover and inefficiencies — partnered with Impact Workforce Solutions to implement our Core2 program. Here's how strategic workforce management mitigated this client's call center challenges and catalyzed a remarkable operational transformation.



Low Retention

Heavy reliance on temporary workers without equitable benefits led to dissatisfaction and high turnover rates, disrupting workflow and increasing costs.



Slow Attraction

Lack of competitive benefits and high turnover rates led to difficulties attracting new talent, hampering productivity and exacerbating the impacts of low retention.



Operational Inefficiencies

Unstructured processes and inconsistent management escalated chaos, hindered operational excellence, diminished morale, and drove up avoidable costs.

CASE STUDY: IMPACT WORKFORCE SOLUTIONS

SOLUTION

Core2 and Employee Benefits

We implemented Core2, which marries our employer of record (EOR) services and retention solutions. Core2 offered stability and robust benefits to long-term contingent workers, boosting employee engagement and alignment.

Leadership Development

We coordinated leadership programs, and we integrated on-site operations management. These interventions enhanced supervisory capabilities and operational processes, boosting productivity, quality, and overall efficiency.

>100k

Annual Savings

90%

Turnover Reduction

KEY CHALLENGE

- ▶ Employee Turnover

KEY SOLUTION

- ▶ Core2

KEY RESULTS

- ▶ \$108,346 annual savings
- ▶ 90% reduction in turnover

SUCCESS

With the workforce management support and expertise Impact Workforce Solutions provided, this teleprospecting client achieved substantial cost savings, reduced turnover, and improved operational efficiency. For organizations facing similar challenges in contingent workforce management, the Core2 program offers a proven solution.

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Impact's Core2 program offered us a way to attract qualified temporary workers and increase our retention among our long-term contingent workforce. With Core2, we are able to adjust to our changing production needs while also ensuring the quality of our long-term contingent workforce that now receives stable employment, quality benefits, and paid time off through Impact. I recommend Core2 to any company looking to increase their retention and quality among their contingent workforce.”

— Matt G., Call Center Partner

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RESULTS

COST SAVINGS

The Core2 program resulted in annual expense reduction of \$108,346 (\$9,028 monthly savings).

RETENTION RATES

Turnover rates plummeted from over 100% to less than 10% post-implementation.

TIME SAVINGS

On-site operations managers freed up staff for other essential tasks.

ENHANCED SUPERVISION

The supervisory team demonstrated enhanced leadership, accountability, and conflict resolution skills, earning promotions to higher positions.



Discover how our Core2 program can optimize your call center and workforce. Visit [ImpactWS.com](https://www.impactws.com) to learn more.