SIRENUM STAFF MANAGEMENT

Identify Employee Attrition Risk

((sirenum))

THE CHALLENGE

Sirenum is an HR management company with a mission statement that includes increasing the engagement of part-time, temporary and mobile workers. Sirenum provides temporary employees to a UK Railway company. Unfortunately, the high attrition rate of these employees (over 13%) caused significant high costs due to training burden and performance decrease.

Sirenum CEO Benjamin Rubin recognized that the main factors leading to attrition were burnout and specific employee behavioral characteristics, such as steadiness and responsibility. Benjamin wanted to find a way to assess both burnout and character traits in order to gain early insight into possible employee churn, therefore allowing for early intervention and preventative actions to reduce the high attrition rate.

Employees however, were reluctant to discuss feelings of burnout with their supervisors. The company needed a way to accurately and objectively make these assessments.

THE SOLUTION

Sirenum chose Voicesense and their Behavior Predictive Voice Analytics solutions to assess if the attrition risk could be predicted. Voicesense initially calibrated the Employee Attrition Predictor solution using previously recorded phone calls between temporary employees and their supervisors with known results of whether employees had left the company months later.

Voicesense ran its vocal analysis with its machine learning modeling and trained the predictive model on the training sample calls. The model was then applied to the testing sample and Voicesense gave the company the churn prediction classification for the testing sample calls.

THE RESULTS

The Employee Attrition Predictor solution developed by Voicesense provides a risk stratification score to the employees, High, Medium or Low Risk of Attrition and Burnout.

Voicesense classified attrition risk predictions into three categories – high, neutral and low risk. 17% of the employees were classified as high risk, 62% as neutral risk and 21% as low risk.

The results showed that the churn rate among employees that were classified by Voicesense as high risk, was ten times higher than the churn rate among employees that were classified by Voicesense as low risk.

Of the employees classified as High Risk (464), 112 had left the company, compared with the group identified as Low Risk (465 employees) where only 9 had left the company.
The ability to identify employees early with attrition and burnout risk allowed Sirenum the option to intervene early and follow their mission statement.