

# Leading BPO Reduced Attrition and Improved Operational Performance

## About the Client

A global leader in customer experience and business process outsourcing (BPO), this organization has grown from a small, entrepreneurial team into a high-performing enterprise supporting more than 2,000 clients across major industries, including several Fortune Global 500 brands. The company delivers end-to-end CX and technology solutions designed to optimize performance, efficiency, and scalability.

Driven by a culture of continuous improvement, the organization partnered with COPC Inc. to apply the COPC CX Standard for Contact Centers. This collaboration enabled the client to diagnose root causes of performance variability, implement disciplined management practices, and drive measurable gains in operational consistency, quality, and customer outcomes.

## ROI Highlights:



Projected Savings:  
\$1.5 million



Annualized Attrition Reduction:  
from 172% to 102%

## Project Scope

This BPO first achieved certification to the COPC CX Standard in 2014 for one of its key technical services clients. Since then, it has achieved recertification numerous times. However, the team experienced a period of high attrition and operational challenges. As a result, they made leadership changes by refocusing on implementing the best practices outlined in the COPC CX Standard. Over time, these changes resulted in significant operational improvements.

In its most recent recertification, the COPC team reviewed performance and discovered that the organization had dramatically reduced attrition and improved customer satisfaction (CSAT) rankings among their BPO competitors for this specific client. These improvements were critical, as CSAT rankings played a significant role in client retention and growth.

The company's approach to continuous improvement reflects a commitment to maintaining high performance, enhancing CSAT, and positioning itself as a trusted partner.

## Solution

In its latest recertification initiative, the COPC team collaborated with the client to deliver impactful results by:



**Conducting a detailed assessment** of its recruiting, training, performance management, and operational processes.



**Providing strategic recommendations** to enhance these processes and address specific challenges, specifically to reduce attrition and improve customer satisfaction.



**Aligning operational strategies** with organizational goals.

## Results

The BPO achieved remarkable improvements in key operational metrics:

### Customer Satisfaction (CSAT) Rankings

Improved CSAT rankings across multiple service queues, compared to other BPOs servicing the same client program:



The significant improvements demonstrate the company's operational excellence and commitment to delivering superior customer experience, reinforcing client trust, and supporting long-term success. These changes also helped the program fulfill one of the focal points of its **mission statement—to be the vendor of choice for its client**. This level of sustained improvement greatly benefits any client by encouraging loyalty, spend, and a favorable image amongst its customers. It benefits the BPO to allocate volume, as clients will preferentially grow sites and partners who outperform the competition.

## Attrition Rate

Reduced annualized attrition rate from **172% to 102% over four years**, demonstrating the success of enhanced employee retention strategies.

The Director of Operations followed guidance from the COPC team to identify and act on the root causes of employee dissatisfaction and attrition. Dedication to implementing COPC best practices created a more positive environment with greater employee engagement.

These best practices included:



Aggregating and analyzing multiple sources of employee feedback



Identifying reasons for employee attrition



Creating a prioritized action plan based on the collected information



Communicating changes back to staff, showcasing the company's commitment to creating a better environment

## Conclusion

The BPO demonstrated its commitment to high performance by maintaining certification to the COPC CX Standard. The rigor and structure of the recertification process provide the organization's team with the framework to improve its operations, driving client trust and retention.

### About COPC Inc.

COPC Inc. provides consulting, training, certification, benchmarking and research for operations supporting the customer experience. The company created the COPC Standards, a collection of performance management systems for customer experience operations, customer experience management, vendor management and procurement.

Founded in 1996, COPC Inc. began by helping call centers improve their performance. Today, the company is an innovative global leader that empowers organizations to optimize operations to deliver a superior service journey. COPC Inc. headquarters are in Winter Park, FL, U.S., with operations in Europe, the Middle East, Africa, Asia Pacific, Latin America, India and Japan. [www.copc.com](http://www.copc.com).