

# Case Study: Strategic Response to Managing Attrition in Remote Work



## Reduced New Hire Training and Nesting Costs by \$1.3 Million

### Introduction

The onset of the COVID-19 pandemic posed unprecedented challenges for businesses worldwide, significantly impacting how organizations operate. Contact centers, in particular, faced drastic changes in call volumes, evolving regional policies, and the urgent need to adapt to remote work environments.

This case study explores the journey of Acai, an extensive program within a prominent outsourcing company, as it navigated these challenges, highlighting the obstacles, strategies, and outcomes of transitioning to a permanent at-home work structure.

*\*We have changed the business name to protect our client's identity.*

### Background

Acai provides technical support across multiple lines of business for a client, with a workforce that seasonally fluctuates but generally exceeds 1,000 employees. The pandemic forced Acai's US operations to shift to a remote work model.

Initially, this transition responded to immediate needs and became a permanent operational strategy. However, while the transition maintained performance levels, it unearthed significant issues with employee attrition, raising concerns about long-term sustainability.

### The Challenge

Acai previously achieved certification to the COPC Customer Experience (CX) Standard, a performance management system for contact centers and CX operations. Organizations like Acai rely on COPC certification to improve customer satisfaction, costs and revenue.





## 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)

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