

How Behavioral Science Drove Triple-Digit Turnover to Under 20%

The Challenge

A large, multi-location home improvement retailer was losing people in their call center faster than they could hire them. Turnover had reached triple digits, meaning they were replacing their entire workforce more than once a year.

The cost was staggering: constant recruiting, perpetual onboarding, lost institutional knowledge, and a call center that could never quite reach full performance because it was always starting over.

The root cause wasn't compensation or management style, at least not primarily. It was fit. The wrong people were being hired for the wrong roles. Not because hiring managers weren't trying, but because there was no reliable way to identify what "right" actually looked like for each position.

The company came to HR.Coach looking for a better way to hire. What they got was a systematic approach to understanding the behaviors that drive success and a method for consistently finding them.

Our Approach

HR.coach introduced the client to MPO (Management by Profile and Objectives), a psychometric assessment tool that identifies individual behavioral tendencies, communication styles, and motivational drivers. But the tool was only the starting point.



The real work was analytical: studying the existing workforce to identify the behavioral patterns that correlated with retention and performance in each role.

What did their best call center employees look like, behaviorally? What patterns showed up consistently in the people who stayed, performed, and grew?

Once those profiles were established, HR.coach worked with the client to redesign their hiring process – including the development of situational interview strategies that could surface the right behaviors in candidates before an offer was made.

What would your employees tell you, if you created space to ask?

Most founders are surprised by how specific – and how fixable – the answers turn out to be.

Let's find out. Book a call: info@hr.coach



What We Found & Built On

The data told a clear story. High performers in the call center shared a distinct behavioral profile and it wasn't the profile the company had been implicitly hiring for. By making that profile explicit and building it into the screening and interview process, the guesswork came out of hiring.

The situational interview strategies were particularly impactful. Rather than relying on résumés or gut instinct, interviewers now had structured, behavior-based questions designed to reveal how candidates operated – not just how they presented.

The Results

The numbers speak for themselves:

- **Turnover dropped from triple digits to under 20%:** Across the call center and other departments
- **A stable, higher-performing workforce**
Less time spent hiring and onboarding meant more time spent developing the people already there.
- **A repeatable hiring system:** The client now had a methodology they could apply consistently, not a one-time fix



Key Take Away

Turnover is rarely just a retention problem, it's usually a hiring problem in disguise. When you consistently bring in people who aren't wired for the role, no amount of management or culture work will hold them. HR.coach's behavioral assessment methodology, anchored by MPO, gives organizations a data-driven foundation for hiring decisions so that fit is built in from day one, not hoped for after the fact.

Turnover draining your bottom line? Let's look at what your best people have in common, just reach out to **www.hr.coach**.

About HR.Coach

HR.Coach is an HR advisory firm for founders and business owners who need practical people solutions – without the overhead of a full HR department.

Led by Leigh, HR.Coach specializes in behavioral assessment, talent strategy, and employee listening – helping organizations hire the right people, understand what their workforce needs, and build cultures that retain the talent they want. Every engagement starts with the same belief: the answers are usually already inside your organization. You just need the right structure to surface them.

