

Case Study | AI for Exit Interviews

Background

A global service company of 25,000+ employees with operations throughout the US. This company provides services to multi-family communities to make the residents' daily lives easier.

The Client's Challenge:

The CHRO wanted to have a better understanding of why employees were leaving the organization. Many employees were hired and did not show up for their first day. The recruiting team was filling a large number of openings every week and new hires were leaving faster than they could fill the jobs. Organization uses Workday for HR data and recruiting ATS. The CHRO and the Director of HR with employee engagement responsibility needed actionable data. They needed to understand why employees did not show up for day 1 and left after a few weeks on the job. What needed to change to encourage retention and have team members available to keep residents/clients happy.

Our Solution:

We approached the situation by setting up a pilot of our Thrive HR AI Interviewing solution to conduct an automated exit interview. We developed a 4-question interview that the AI interview bot could quickly process and quickly collect information from past employees. We asked: Why they left, did they understand the job, What could have been better, and Would they be interested in returning to work at the company. We also asked what state they worked at and offered them a chance to win a \$100 gift card if they completed the interview.

The initial text to past employees came from our client and our Thrive HR consultants sent follow-up texts and emails asking past employees to participate. We offered the exit interview in English, in Spanish and via a web link to complete the interview online. Our initial data set was 850 past employees who worked for the company from 1 month to 6 months.