

Situation

Consultant retention rate was at an all time low (75%) and we needed to find a better way to engage with consultants throughout their engagement (contract).

Action

Created an on-boarding and communication process for all consultants. This included a welcome box with shirt, mug, water bottle and name plate. Once the consultant started we also had an automated email system put into place to ask specific questions about the contract and their experiences. Also asking for referrals and project insight.

Results

- *After 12 months increased to 88% retention rate (95%+ after 2 years)*
- *Grew our consultant network (through referrals) by over 8% in the first year*
- *With more project insight within larger clients, we were able to increase consultant placements and increase sales by 10% within those companies in the first year.*