



Case study

Cost-Effective Relocation: Shifting 60+ L1 Support German Speaking Agents



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Client Profile

- Eager to cut costs by moving the team of 60+ L1 Support German Speaking Agents from one location to another
- 250 Employees
- Serving over 100 international clients
- Revenue <\$20M
- Project timeline implementation: 12 months



Key Challenges

L1 Support German Speaking Agents exhibit a high turnover, with an average tenure of just one year and less

Compensation and benefits package is not attractive, potentially contributing to the high turnover

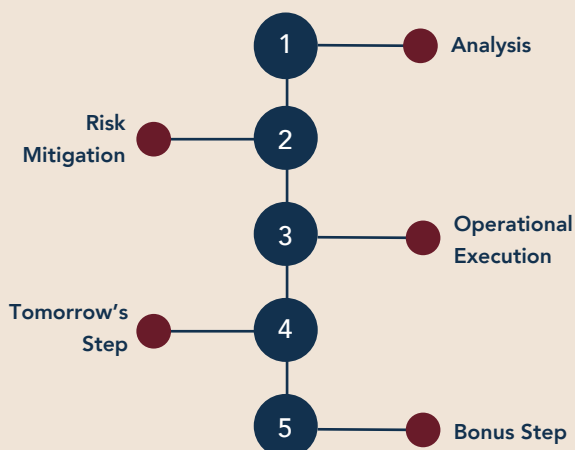
The request of candidates for a compensation adjustment is not matched by the provided package

Native German speakers with L1 support technical skills are too high requirement from the market

Elevated demand for the position further adds to the challenge of attracting suitable candidates

Balancing the need for retaining current employees against the demand for attracting new talent

STAGES OF WORK

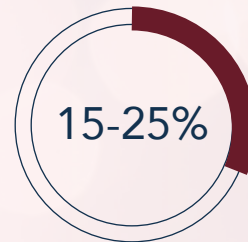




Solution

Outcome

- 🎯 Rename the position with a more enticing and attractive title for potential candidates
- 🎯 Establish a clear and transparent career path that will be communicated during interviews and included in job offers. This path should facilitate career progression within one year of employment
- 🎯 Implement a structured system of target-driven salary increases and bonuses for accomplishments, ensuring that a starting salary below market standards can be offset through other compensatory measures
- 🎯 Welcome candidates with a proficiency level of B1, with the expectation that they will evolve and achieve A1-2 language proficiency over time
- 🎯 Loosen the technical requirements for roles outside the core team, making exceptions exclusively for essential hard and soft skills
- 🎯 Ensure equality in opportunities and compensation packages across the board to prevent dissatisfaction among existing and potential employees



more candidates,
expanding the talent pool



increase in employee
retention



increase in the number of
qualified candidates



improvement in overall
organizational performance



improvement in
employee satisfaction



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