

Case Study: Transforming Onboarding to Reduce Attrition

Driving Results: A 28% Drop in Attrition Through Strategic Onboarding

Summary:

Benitago, a rapidly growing organization, faced challenges with high new hire turnover and inconsistent onboarding processes. By developing a comprehensive, year-long onboarding program, I reduced attrition by 28%, improved new hire satisfaction, and fostered stronger cultural alignment.

Background

The Challenge:

Benitago's fast-paced growth created a need for a streamlined onboarding experience to retain top talent. The organization struggled with:

- A 35% attrition rate within the first 90 days.
 - Lack of structure in onboarding practices, resulting in confusion and disengagement among new hires.
 - Limited focus on cultural immersion, leading to misalignment with company values.
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The Solution

Actions Taken:

1. Pre-Employment Engagement:

- Automated pre-start communications, including a video welcome message from leadership and resources to help new hires prepare for their first day.
- Created checklists for both new hires and hiring managers to ensure readiness.

2. Structured Onboarding Plans:

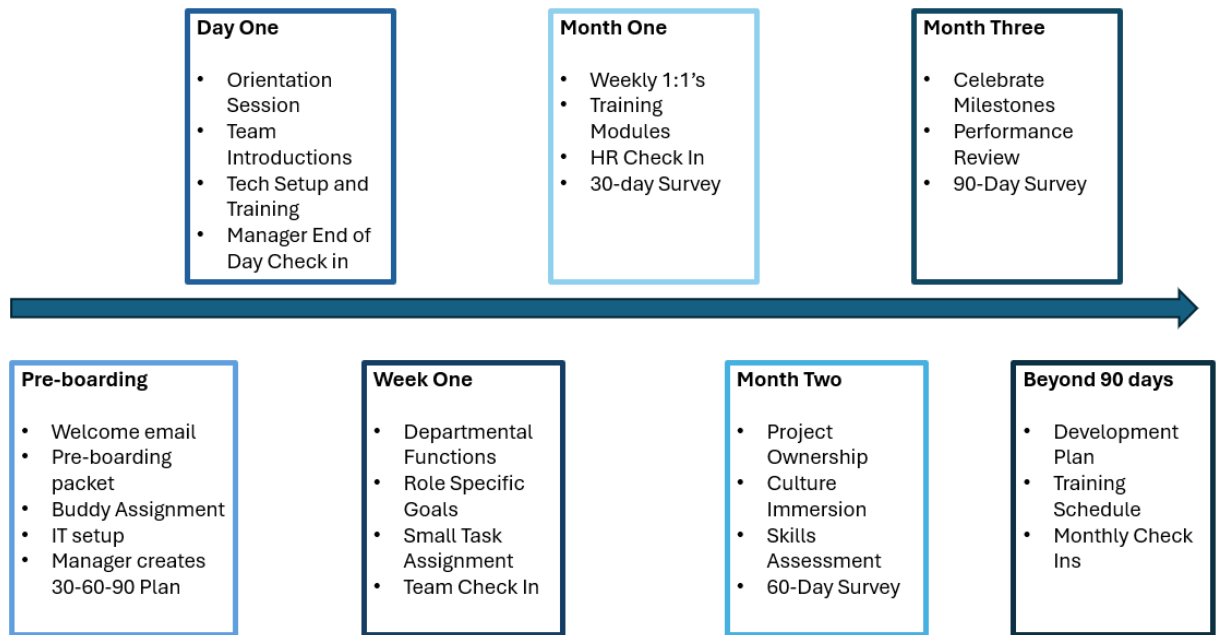
- Developed detailed 30-60-90 day plans tailored to each role, providing clear expectations and milestones.
- Introduced weekly check-ins to address concerns and track progress.
- Trained managers in creating plans and structuring 1:1 meetings.

3. Cultural Immersion:

- Designed orientation sessions focused on company values, mission, and team dynamics.
- Paired new hires with experienced mentors to foster relationships and provide guidance.

4. Feedback Loops for Continuous Improvement:

- Collected feedback from new hires at regular intervals (30, 60, and 90 days).
- Used insights to refine onboarding processes and improve engagement.

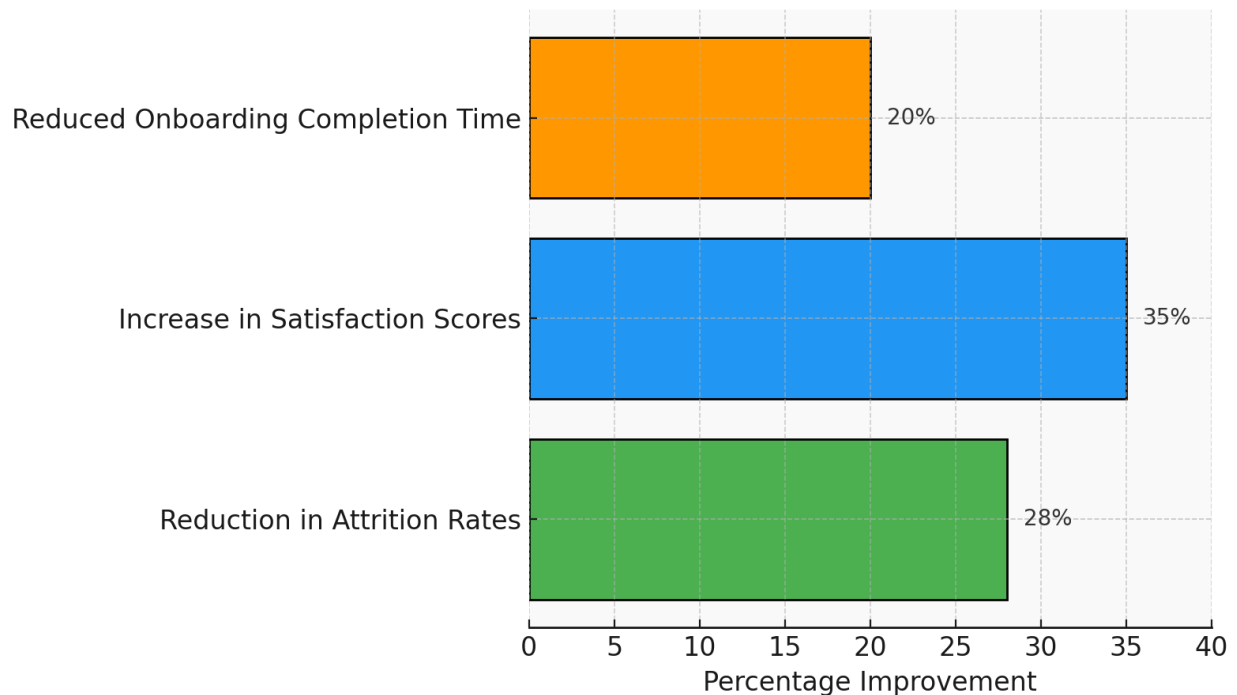


Results

Key Metrics:

- **28% reduction** in first-year attrition rates.
- **35% increase** in new hire satisfaction scores based on post-onboarding surveys.
- Reduced onboarding completion time by **20%**, enabling quicker productivity ramp-up.

Key Results from Onboarding Program



Lessons Learned & Future Opportunities

Insights:

- Proactive engagement before day one fosters a sense of belonging and readiness.
- Role-specific onboarding plans build clarity and confidence, reducing early turnover.

Next Steps:

- Expand mentorship programs to include cross-departmental interactions.
 - Incorporate role-specific training modules using e-learning platforms for scalability.
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