

MACHINE LEARNING POWERED STRATEGIC RETENTION PLAN FOR AN NBFC FIRM



Robust, reliable & scalable
Deep Analytics Model

89%

Prediction Accuracy
To identify high-risk employees



Intuitive Interface
Display employee KPI's & empower HR

12

Month
Cultural Fit Score
For potential hire

The Client

The largest rural housing finance company

Industry

NBFC
(Non_Banking Financial Company)

Overview

The service sector, especially financial and NBFC, has majority of staff working in operations/sales with a high level of customer contacts, interactions and relationship. Frequent change of these employees can affect customer loyalty in terms of continuous procurement of service from the organization.

Business Challenge

Our client required an innovative approach to solve the three following challenges:

1. Predict prospect attrition risk at the time of recruitment.
2. Predict employee attrition risk, for timely intervention.
3. Get access to relevant reports on a monthly basis.

Our Approach:

Built machine learning models using unstructured and structured data (interview forms, performance, leave history, etc) from different data sources (ERP, HRMSs, etc.) to create employee profiling process, to gain a clear understanding of employee's attrition behavior. Used proactive retention analytics to calculate the relative importance of retention risk factors

Outcomes

- ✓ Unified repository of all employees/potential hires related data
- ✓ Automated tedious and time-consuming aspects of recruitment
- ✓ Freed people from repetitive tasks to focus on value-added tasks