

CASE STUDY

A 1-month Design Thinking Program
to Solve
Attrition Issues
at a leading
B2B eCommerce Giant



CHALLENGE

Tackling Employee Attrition

A key player in India's last-mile logistics space faced a critical challenge: high attrition among its sales fleet. With growth ambitions tied closely to a stable sales force, addressing this retention problem became a business imperative. To understand the root cause(s) and design relevant solutions, the company collaborated with **GlobalGyan Leadership Academy** for a structured 2-day workshop.

SOLUTION OFFERED

Design Thinking Program

Leveraging our experience of designing leadership journeys for top Indian brands, we designed a month-long **Design Thinking Program**—a blended learning journey for the company's business heads to find innovative solutions for the root cause(s) of employee attrition.

2-Day
Workshop

4 Hrs
Pre-Work

24
Participants

Mid-Senior
Managers

Day 1: Foundation Setting

- Framing the Problem: Pinpointing the attrition challenge and mapping its organizational impact.
- Stakeholder Mapping: Identifying key influencers and impacted groups.
- Persona Creation: Building detailed sales fleet personas to empathize with their experiences.
- Assumption Listing: Documenting beliefs around causes—primarily work pressure and compensation.

Post-workshop fieldwork: Participants validated assumptions through three weeks of on-ground interactions with the sales teams.

Day 2: Reconciliation & Action Planning

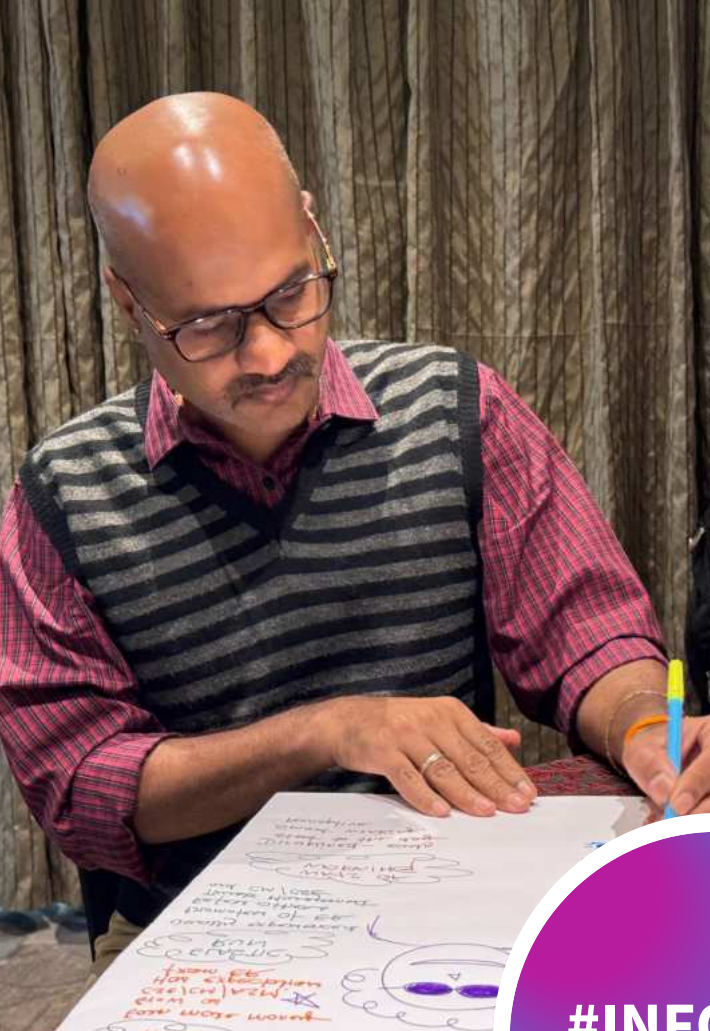
The field findings surprised the leadership team:

- Myth Busted: As opposed to initial presumption, the attrition was neither attributed to compensation, which was industry-leading, nor work-life balance, which was satisfactory.
- Key Findings: What drove attrition was a lack of belonging and growth opportunities.

PROGRAM IMPACT

Action Plan & Implementation

The Design Thinking journey enabled leaders to unearth deeper behavioral drivers behind attrition. The company introduced an **Employee Engagement Plan** for community building, **Skill Development Training** for career growth, and **Recognition Initiatives** like welcome kits and freebies. These actions boosted employee satisfaction and reduced attrition significantly.



#INFOCUS





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