



**CASE STUDY**

**Improving Turnover Among Comcast’s Direct Sales Representatives**



*“I am impressed with the Fox MC team’s work and thankful for the analysis they provided. This was a win”*

– Bill Strahan

*Executive Vice President, Human Resources*

**Client Profile**

Comcast Corporation is a Fortune 50 company headquartered in Philadelphia. The firm is a leader in media and technology. Comcast Cable provides households and businesses with video, voice, internet, home management and business services.

**The Project**

Comcast’s Direct Sales Representatives (DSRs) play an important role in residential sales and relationship management. Serving as the “Face of Comcast” for many of the company’s customers, Comcast seeks to invest in DSRs to improve retention rates over time. To help with this objective, Comcast engaged Fox MC to (1) identify why DSRs terminate with Comcast, either voluntarily or involuntarily, and (2) recommend tactics for reducing the DSR turnover rate.

**Recommendations**

Through interviews with DSRs and hiring managers, the Fox MC team found four key reasons that DSRs terminate employment (either voluntarily or involuntarily). Using this primary data and secondary research, the team provided specific recommendations for reducing the overall turnover rate among DSRs. Along with these tactical recommendations, the Fox MC team developed a Cost of Turnover model to evaluate the financial implications and cost-savings related to a reduction in the turnover rate.

**Results**

The Fox MC team presented research and recommendations to over 40 Comcast executives and managers. The Comcast team appreciated the insights provided by the Fox MC team and indicated that the work will help Comcast.