Project Title: Corporate Employee Attrition Analytics   **Project Design Phase-I** - **Solution Fit Template**   **Team ID:** PNT2022TMID53278

Define CS, fit into CC

1. CUSTOMER SEGMENT

Who is your customer?

The Company itself
The HR

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices
of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Analyzing attrition rates and trying to retain employees is assumed to be time consuming.
The HR thinks it is better to keep recruiting newer employees to make up for the loss.
No proper data is available to analyze form.
Lack of interest to get things done

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an

Recruitment of younger and newer employees.
An advantage is that they can save money by giving smaller salaries to newbies.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Need to analyze the rise of attrition rate of a company and visualize the findings to better understand the relationships formed and reasons as to why people leave.
Visualizing findings as part of a dashboard to have different kinds of charts to observe from.

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists?
What is the back story behind the need to do this

Company not flexible to change.
Too much work exerted and no proper growth is seen (that is there is no increase in salary after years of work or no promotion given).
Other companies offer better plans and work life balance.

7. BEHAVIOUR

What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and

They try to get feedbacks from employees on regular intervals.
Attain insights about their needs and expectations.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

High attrition rates that causes the company to lose valuable employees. Too much time and money being spent on recruiting new employees each time triggers them to rethink and come up with ways to retain the employees.

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Before:
Company got frustrated having to keep recruiting again and again each time someone leaves. It is also stressful for the HR
After:
The company feels relieved now and is able to save resources.

10. YOUR SOLUTION SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behavior.

There is a high need to increase retention rates.
So initially surveys are conducted each year where employees fill out the reasons they leave (Because of stress, growth plans, work culture, job satisfaction etc.)

Next a dataset is built. This helps the HR to compare attrition rates each year. Visualization of data using dashboard helps us analysed data better.

Next a model is generated based on the dataset available. This helps us to see changes in attrition rates in the current year and come up with ways to eliminate it

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Online:
A warm off boarding program is incorporated and proper description of jobs available is mentioned with growth plans.

Offline:
Meetups like dinner are done and trips are arranged to allow people to get to know each other and increase the team bond.