



# Retaining top talent using AI tools

How Griswold **reduced employee turnover by 20%** leveraging WellSky TeamEngage powered by Zingage



## About Griswold

Griswold is an award-winning pioneer in the non-medical home care industry. Founded in 1982 and headquartered outside Philadelphia, Griswold is one of the country's largest home care franchises with more than 170 locations in 32 states and over 9,000 caregivers.

Home-based care providers continue to face growing workforce shortage crisis. With an average annual caregiver turnover rate of 77%, home care agencies across the country are struggling to meet a growing demand for services with a shrinking supply of caregivers, resulting in higher rates of referral and client case rejections.

Over the past few years, Griswold's turnover rate had reached about 80% annually. Finding and replacing caregivers had become very costly for the company, and consistent turnover was starting to affect the care clients were receiving.

"There's a high correlation between consistency in the caregiver workforce and client satisfaction, which goes to your reputation, which goes to the strength of your business in attracting more clients and more caregivers," Griswold CEO Michael Slupecki said.

To solve this growing problem, Griswold set out to find a new, innovative way to improve staff experience, reduce turnover, and predict which team members were most likely to quit. Griswold turned to WellSky

TeamEngage powered by Zingage, an AI-powered solution which helps to increase employee retention, reliability, and recruitment through gamification. The cutting-edge solution incentivizes and rewards caregivers and clinicians for completing targeted activities and achieving performance goals, fostering a culture of appreciation while improving staff retention rates and agency differentiation.

WellSky TeamEngage helped Griswold improve its staff experience with the automation of point assignments. When employees complete activities, achieve goals, or reach milestones such as birthdays and work anniversaries, they are given points. These points can then be redeemed for gift cards from a wide selection of retailers, like Starbucks, or a preloaded Mastercard. "The simplicity of WellSky TeamEngage has been a game changer for us. No more manual spreadsheets or subjective reasoning behind which person deserves which reward, everything is handled directly within the system," said Chief Financial Officer at Griswold, Katherine Schiavino.

# 20%↓

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**Caitlin Griffith**

*Director of People and Culture, Griswold*

Fostering a sense of community among staff members and celebrating success has also become easier with WellSky TeamEngage. Previously, employee recognition at Griswold was a manual process and office staff often lacked the capacity to celebrate caregivers. Now WellSky TeamEngage automates a process in which posts can be shared when team members redeem their points for rewards, allowing peers to congratulate them and celebrate their success. "We have seen tremendous benefit from using WellSky TeamEngage, both in the retainment of talented staff members and in the differentiation of our agency," said Caitlin Griffith, Director of People and Culture at Griswold.

Since implementing WellSky TeamEngage, Griswold has reduced turnover by 20% and has incentivized a large majority of caregivers to reach key goals, such as clocking in and out on time and meeting minimum weekly hour requirements.

Griswold attributes its recent recruitment, engagement, and retention success to WellSky TeamEngage.

"We have been pleased with the adoption and staff satisfaction with WellSky TeamEngage, and we look forward to leveraging this solution in our current and future workforce strategies," said Michael Slupecki.

## WellSky TeamEngage powered by Zingage

*Attract, retain, and engage your care team with rewards they get to choose*

- ✓ Increase employee recognition
- ✓ Incentivize productivity
- ✓ Capture engagement insights
- ✓ Hire more efficiently
- ✓ Reduce turnover



**Request a demo!** Learn how WellSky TeamEngage powered by Zingage can help you improve caregiver recognition and reduce employee turnover.

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