

# CASE STUDY: Attracting and Retaining Talent in a Highly Competitive Labor Market



## Background

Asurion, LLC is a privately held company based in Nashville, Tennessee that provides mobile protection insurance and technology warranty support services to customers worldwide. For the past 20 years, Asurion has helped people across the globe balance the interdependency between life and technology. Today, they assure that 300 million consumers' devices and appliances stay online and on the job in this fast-moving, tech-driven world.

## Challenges

As a technology company competing fiercely for the right candidates within a limited talent pool, Asurion faced the challenge of finding and keeping top talent – people with the skills, knowledge, experience, competencies and values that provide a match for the roles and values within the organization.

The goal of this project was to develop a compelling Employee Value Proposition – A narrative that helps Asurion:

- Stand out from the 'sea of sameness' and differentiate themselves from their competition to better attract qualified candidates and retain current employees
- Effectively communicate key benefits through consistent and authentic messaging that resonates with the high quality talent they seek

## Approach

- Conducted in-depth interviews with select employees and candidates to understand the various factors that influence their decision to join and/or stay with Asurion
- Developed benefit corridors via in-depth interviews and generated/verified hypotheses through quantitative research
- Transformed data into actionable insights through a stated vs derived analysis methodology to identify not only what's important to employees and candidates, but also what ultimately drives their behavior to join and/or stay at Asurion
- Leveraged the insights to support the development of a compelling employee value proposition strategy and narrative
- Developed a strategic framework to be activated at different touchpoints in the employee lifecycle



## Results

- Generated key insights that drive employees and candidates to join and stay with an organization like Asurion. We found that people want an organization that offers:
  - Career enhancing guidance and growth opportunities for people
  - Passionate leaders who value team success and create a rewarding and supportive work environment
  - Flexibility in time and location for people to do their work and achieve peak productivity and performance
  - Recognition of accomplishments and contributions through competitive compensation
  - An environment that champions strong social awareness and ethical standards
  - An environment where leaders authentically embody and promote the organizational core values
  - An environment that inspires a sense of pride in the work people do and the impact they can make
- Provided execution recommendations through customized creative briefs to enable effective communication of the key messaging points