



CASE STUDY

CVS Health is transforming their frontline team into a profit driver with the help of Escalate.

Escalate

CVS

"Escalate has unlocked support and given team members the resources they need to be successful at CVS. We are thrilled."

CVS

**“WE HAVE SEEN A REMARKABLE INCREASE IN
EMPLOYEE RETENTION SINCE IMPLEMENTING
ESCALATE'S SERVICES. THEIR EXPERTISE IS
UNPARALLELED.”**



THE PROBLEM

Turnover is a \$2.0B/year problem for CVS.

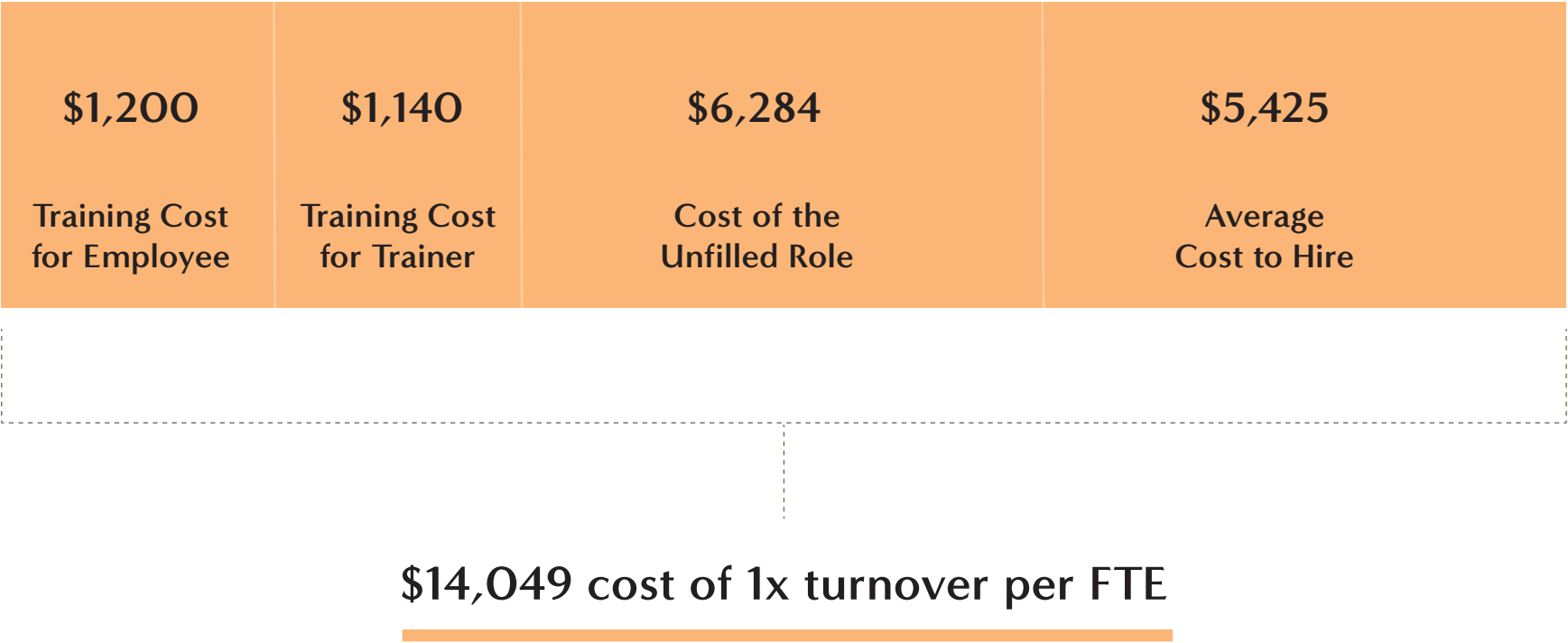
CVS/pharmacy[®]

Overall turnover is 60%
Hourly is 70%
Part-time is 95%

CVS/Call Center

Turnover is 30-45%
Turnover rates are steadily increasing

Turnover costs CVS \$14,000
each time an employee leaves.



\$42,147

**Many CVS roles turn over 3 times a year.
That is a cost of more than \$42,000 per role annually.**

The cost of frontline turnover at CVS is massive.

\$196,686,000

Annual turnover cost for 20,000 workers
(10% of CVS staff) with a 70% turnover
rate if the roles only turnover 1x/year:

THE SOLUTION

We worked with CVS to identify Solutions

Escalate and CVS worked closely to determine the main causes of turnover.

Escalate created tailored Supports to eliminate those causes of turnover for CVS employees.

Escalate's Support Services drive retention and profitability for CVS.

Escalate gets on-going feedback from CVS employees for how to reduce turnover even more.



Our Solution for CVS

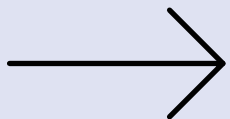
Escalate drives profitability for CVS by supporting frontline workers and reducing turnover.

1. Advancement



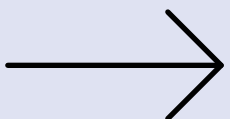
Escalate provides a white-labeled upskilling & reskilling Support program to create internal mobility.

2. Work



Escalate provides daily Supports that empower workers to do their best work.

3. Life



Escalate provides daily Supports to get people to work including Transportation, Childcare and Coaching.

THE RESULTS

Bottom Line Impact

Results of a 12-month pilot

Escalate reduce the cost of turnover by 87.2% during our pilot. The results are outstanding and show that great Support Services have real bottom line impact.

-87.2%

Cost Reduction
for Turnover

Escalate achieved a 93.0% retention rate of frontline workers during our pilot. CVS's usual retention rate is less than 40% for the same roles. Escalate was able to more than double CVS's retention rate which made CVS very very happy.

93.0%

Retention Rate
with Escalate



“ I’ve spent **decades** working with hourly teams and have **tried just about every** training and upskilling platform out there—**old-school** and new **AI-powered** ones. The truth is, **training alone doesn’t solve retention.** What Escalate does is totally different. It actually **supports frontline workers** in a way that sticks—and the ROI finally adds up. ”

CHRIS, MANAGER WORKFORCE INITIATIVES, CVS

We exceeded our KPIs

Escalate overdelivered on 2 KPIs and met the target on the 3rd KPI

\$20,000

Annual Savings
Per Employee Enrolled

Goal: \$15,000

7%

Turnover Rate

Goal: 35% or less

3

Training Designed
to Meet Business Needs

Goal: Design 3
Career Pathways

For every 1.0% reduction
CVS achieves in turnover,
they increase their annual
profit by more than

\$28.0M



**Please contact us to learn
how we can help your business.**

Escalate

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