


# C2 Perform

An employee management co., uses AI to reduce quitting by 5% every month.


 <p><b>Problem</b></p> <p>C2 Perform's customers saw employee churn by 7% monthly</p>	 <p><b>Solution</b></p> <p>Data Scientist built an AI model that predicts quitting</p>	 <p><b>Result</b></p> <p>Improved employee retention by 5% monthly.</p>	 <p><b>Impact</b></p> <p>AI actively flags employees likely to quit every month.</p>
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**SaaS**      **10-50**      **\$15M Series A**

C2 Perform is a Colorado-based company that provides employee management software solutions to over 150 enterprises, assisting them in efficient workforce management and operational performance.


**Services used**




Classification Models



Data Standardization



Data Enrichment



Outlier Management

## The Problem

Colorado-based C2 Perform, an employee management software provider servicing over 150 enterprises, was faced with a significant customer need they could not address in-house.

Their clientele sought insights into employee behavior patterns, specifically seeking predictive capabilities to anticipate which employees were likely to quit.

Without a dedicated data science team, C2 Perform found themselves in a challenging position, unable to deliver a solution to what they recognized as a feature with significant ROI potential.

It was clear that C2 Perform needed a solution that could seamlessly integrate with their software and deliver accurate, proactive results to their customers.

## The Solution

To navigate their predicament, C2 Perform turned to Ellington Digital, a company specializing in helping businesses develop custom AI models without needing extensive data science expertise.

The collaboration allowed them to develop an AI model designed specifically to predict employee churn across their customer base.

These models boasted an impressive 80% accuracy, a testament to Ellington Digital's robust machine learning algorithms.

Once built, these models were seamlessly embedded into C2 Perform's existing software platform.

This enabled real-time reporting on potential employee churn, providing their customers with the much-needed insight.

## The Outcome

The partnership with Ellington Digital turned out to be a resounding success. Since the integration of the AI models, the feature has become the highest selling point for C2 Perform, due to its critical role in proactive employee management.

**It has had a significant impact on the companies using the software by decreasing employee quit rates from an average of 7% down to just 2%.**

This clear reduction in staff turnover has resulted in notable benefits for their customers, demonstrating the immense value of utilizing Ellington Digital's expertise in predictive modeling.