



Rebadging Done Right: 78% Retention ↑20% Performance

Using data and
innovation to keep
people, culture, and
performance strong.



Building a Stronger Workforce Through Insight and AI

Retaining 78% of agents and elevating performance by 20%.

CHALLENGE

A global leader in residential heating and cooling services was struggling to manage a growing, complex contact center. Maintaining consistency across teams and technology strained resources and service quality. Introduced to Five Star through a trusted partner, the client sought a simpler, scalable way to stabilize performance and retain experienced agents.

SOLUTION

To simplify operations and stabilize performance, the client partnered with Five Star to develop a rebadging strategy that would retain experienced agents and modernize the contact center through data and technology.

- **Rebadged** tenured agents to preserve culture and experience.
- **Aligned** pay and benefits through transparent reviews.
- **Supported** agents with clear communication and dedicated contacts.
- **Modernized** operations with AI-driven hiring, training, and workforce tools.
- **Connected** people and AI to improve speed, accuracy, and confidence.

RESULTS

Through the rebadging initiative, the client successfully stabilized operations, improved service quality, and created a stronger foundation for future growth. Five Star hired 78% of the client's existing agent team, with 65% retained after one year. Service levels improved with advanced workforce management tools, conversions increased, and new maintenance program signups rose by 20%.

MEASURABLE IMPACT

↑20%

Service levels improved

Driven by AI-assisted hiring tools for seasonal scale, simulation-based training platforms, and advanced workforce management resources.

↑10%

Higher appointment booking conversions

Analytics identified top-producer behaviors, guiding agents through Agent Assist and Next Best Action.

↑30%

Maintenance program offerings

AI-driven insights ensured maintenance plans were offered consistently on every call.

↑20%

New maintenance program enrollment

Better visibility and consistent agent prompts improved close rates.

78% rehired | 65% retained

Agent retention through rebadging

Preserved talent and culture while modernizing operations.



ABOUT FIVE STAR SOLUTIONS

Five Star Solutions helps businesses deliver exceptional customer experiences through outsourced service, automation, and AI-driven innovation.