



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.