



Action management, in action

CASE STUDY

About

1,250 call center employees in a large financial services firm

Challenge

Keep up efficiency during the busy season

Action management approach

Instantly start sending nudges focused on autonomy and progress

NUDGE EXAMPLES

Autonomy



- Reflect on a call that went well and write down one successful strategy you can use again
- Learn from a colleague by asking, "What have you learned about handling an angry customer?" Then share what you know!

Progress



- Before you head home, write down a plan for tomorrow. What small goals can you set for yourself?
- Is something blocking your progress? Let your manager know about any roadblocks in your next 1:1 or during a quick chat on the floor.

Nudges Boost a Contact Center's Productivity by \$5 Million

⚡ Challenge

A large financial services firm struggled to maintain efficiency in their call center during the busy season, resulting in low productivity and reduced customer satisfaction. Leadership needed a way to offset the seasonal slump and better support their employees — without adding additional headcount.

📊 Approach and results

By working with Humu, leaders quickly identified autonomy and progress as the two key drivers of performance. They then relied on Humu's action management platform to nudge employees to take the actions that would help them deliver exceptional work.

After just a few months, Humu was able to completely offset the historical dip in efficiency. Associates who received Humu nudges became **8.4% more efficient** than non-recipients. Put another way, Humu's action management platform netted the call center **\$5.25 million in productivity gains**.

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Employees showed consistent

80%+

engagement with nudges

Associates who received Humu nudges jumped from the 40th to the 92nd performance percentile in less than a year.

The majority of call center employees asked to receive more nudges in the future.

Employees shared that nudges resulted in **"extremely constructive"** discussions, empowered them to **"exemplify good behaviors to others,"** and made it easy to **"raise the bar"** for their team.



Lessons learned

- ✓ Small actions can sum up to profound improvement
- ✓ A bottom-up approach boosts autonomy and motivation, even in highly structured organizations
- ✓ Consistent, timely recommendations help people follow through on good intentions

Is your organization ready to manage action, not plans?

Drop us a note at hello@humu.com