



CASE STUDY:

Decrease Attrition



AT A GLANCE

- **Client:** Transavia, #1 low-cost carrier in the Netherlands with more than 9 million passengers a year.
- **Challenge:** Selecting the best 300 flight attendants from 3,000+ applicants while reducing first-year attrition
- **Solution:** Implemented a simulation-based HR Avatar assessment to identify top candidates
- **Results:** Attrition reduced from 25% to 9.8%, improved candidate experience, and more efficient hiring process

IMPACT

- Reduced hiring inefficiencies while improving selection accuracy.
- Strengthened workforce quality by aligning hiring with key competencies.
- Enabled data-driven hiring decisions that optimize long-term retention.

THE CHALLENGE

Twice a year, the client hires 300 new flight attendants from a pool of over 3,000 applicants. The traditional process required reading all resumes and conducting interviews, leading to inefficiencies. After hiring, new recruits underwent extensive training, uniform fittings, and certification, yet **25% left within the first year**. The goal was to streamline recruitment and reduce attrition.

THE SOLUTION

HR Avatar worked with the client to define key competencies for flight attendant success and incorporated them into a **simulation-based assessment**. A cutoff score was established based on current high-performing employees, allowing only top candidates to move forward to interviews. The **structured interview process** was further enhanced with customized reports and suggested questions. The entire process was integrated into the client's **Applicant Tracking System (ATS)** for efficiency.

KEY FINDINGS

Lower Attrition

First-year turnover **dropped from 25% to 9.8%**.

Improved Hiring Accuracy

High-scoring candidates were consistently rated as strong performers.

Greater Efficiency

Automated screening reduced recruiter workload and streamlined applicant selection.

Better Candidate Experience

The hiring process became **more transparent and engaging** for applicants.