



## CASE STUDY

# Reducing Healthcare CX Team Attrition by 63% Through Frontline Support

How science-based wellness support drives employee well-being and retention

## The challenge

### Emotional exhaustion causing high turnover

Frontline customer experience (CX) teams, especially in healthcare, do more than answer calls — they guide people through some of the most difficult moments of their lives. For a leading U.S. healthcare company, in-house advocates handle escalated, high-priority cases: insurance denials, questions on treatment plans and patients facing medical uncertainty.

Their work is tough. In every interaction, advocates have to provide the right information while remaining composed and showing patience and empathy — even under immense pressure.

It's not surprising that they often absorb the fear, frustration and confusion of members — often with little time to recover in between calls. Even the most experienced representatives can burn out.

The company reached a critical breaking point. When the emotional toll became too severe, employees left and took with them critical knowledge — and that had a direct impact on their member experience.

Recognizing that burnout wasn't just an individual issue, the company turned to TaskUs for help. They chose us because of our proven success in boosting both employee mental health and performance — not only for our own teams but also for organizations that want to implement proactive wellness support internally.

## The solution

### Delivering preventive wellness support that works

Our Wellness & Resiliency experts created 'Resiliency Studio' — a custom-built, research-validated program designed specifically to address the unique challenges facing the company's member support team.

Over six months, our licensed wellness coaches guided the team through biweekly group sessions. Each session tackled a specific challenge of high-stakes healthcare CX work: building self-awareness, regulating emotions, mastering nervous system calming techniques and creating psychological safety.



Far more than theory, the program armed advocates with practical, evidence-based tools to manage daily stress, maintain present-moment focus and develop the resilience necessary to support members with both clarity and confidence.

## Results

We measured the program's impact through a rigorous cross-sectional study, comparing well-being and performance metrics between team members who participated in the program and those who didn't.



**63% Lower Attrition**  
among advocates who  
received the program

**1.2% Increase**  
in customer Net  
Promoter Scores

**12.3% Reduction**  
in stress levels

**8.7% Reduction**  
in burnout

**6.3% Improvement**  
in cognitive control  
and flexibility

**1.3% Improvement**  
in compassion  
satisfaction

## Voices from the team: A frontline view of wellness sessions

With **over 95% satisfaction throughout the program**, participants expressed their appreciation and desire for the program to continue.

“Yesterday's session was amazing. **I got a lot of good information on grounding techniques and such to use in my everyday life.** I really enjoyed the facilitator as well. I found her very calming.

“It is very much needed. I wish this was something offered to everyone. I really appreciate this group and it is something that I hope the company continues to offer. **I consider this to be a therapeutic outlet for me.**

“I really like the flow and how these sessions are going. The coach, in particular, is fantastic! She creates a safe space to share. She's absolutely encouraging – not pushy – helps keep things on topic and **gives not just some reminders we may already be aware of but even more tools to utilize in our lives.** It's incredible!”

“My hope is that all employees can receive this time/training.



## **About TaskUs**

TaskUs is a leading provider of outsourced digital services and next-generation customer experience to the world's most innovative companies, helping its clients represent, protect, and grow their brands. Leveraging a cloud-based infrastructure, TaskUs serves clients in fast-growing sectors, including social media, e-commerce, gaming, streaming media, food delivery and ride-sharing, technology, financial services, and healthcare. As of December 31, 2024, TaskUs had a worldwide headcount of approximately 59,000 people across 28 locations in 12 countries, including the United States, the Philippines and India.

For more information, please visit:

[www.taskus.com/services/trust-and-safety/wellness-resiliency/](https://www.taskus.com/services/trust-and-safety/wellness-resiliency/)

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