

Teleperformance Mexico reduces attrition through purpose-driven workforce development



Industry
Professional Services
and Consulting



Location
Mexico



Size
15,000–50,000 employees



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This is not a training program, it is a moral and strategic reset. Skill Up restored the emotional contract between employer and employee, proving that when learning is tied to purpose and choice—engagement, retention, and performance follow.

Rogelio Aguirre Mendoza

Vice President of Employee Experience

Overview

Teleperformance Mexico (TP) faced a challenge that extended beyond workforce capability. As the organization accelerated its digital transformation ambitions, leaders identified a deeper issue affecting business performance: employees, particularly those early in their careers, lacked a clear sense of growth and opportunity within the company. The result was rising attrition, diminished engagement, and increasing pressure on talent pipelines.

To address both human and business needs, TP launched Skill Up, a workforce development initiative powered by Coursera.

Snapshot

30%

reduction in early-tenure attrition
among participating cohorts

120

employees retained during the
pilot program

\$770,000

projected annual ROI through
reduced turnover and workforce
readiness gains

Designed to build critical capabilities in AI, digital literacy, leadership, and communication, the program combined career development with employee empowerment. By connecting learning directly to purpose, performance, and advancement opportunities, TP transformed workforce development into a strategic driver of retention and organizational growth.

The challenge

TP's workforce transformation goals depended on employees developing new capabilities in AI, data literacy, leadership, and customer experience. Yet skill gaps were only part of the challenge. Many frontline employees viewed their roles as temporary positions rather than long-term careers, creating what the organization described as a breakdown in the "emotional contract" between employer and employee.

This disconnect carried significant business consequences. Early-tenure attrition reduced workforce stability, increased hiring costs, and slowed capability development. At the same time, the organization needed stronger leadership pipelines and more digitally literate teams to support future growth. TP required a scalable solution that could simultaneously strengthen critical skills, improve employee engagement, and create meaningful pathways for career progression.

The solution

TP launched Skill Up as a strategic workforce initiative embedded throughout the employee lifecycle.

Learning opportunities were introduced from onboarding, reinforced during performance conversations, and connected directly to promotion pathways, succession planning, and career development programs. Coursera became the foundation for delivering scalable, role-relevant learning experiences across the organization.

To make learning unique to the individual, the company deployed tailored learning pathways for different employee groups. Frontline employees focused on communication, empathy, and digital literacy. Supervisors completed leadership pathways that incorporated simulations and verified skills development. Technical and high-potential talent pursued Professional Certificates in AI, data, and emerging technologies. Corporate functions received specialized learning aligned to internal competency frameworks.

Using Program Builder, Course Builder, and Path Builder, TP rapidly designed localized learning experiences aligned to business priorities. AI-powered coaching and assessment tools provided scalable feedback, while rotating licenses and scholarship models expanded access across shifts, locations, and functions. Managers played an active role in supporting learners, which helped employees connect skill development to tangible career opportunities.

A cross-functional governance model connected learning data with workforce metrics, allowing leaders to track how skill development influenced retention, promotions, productivity, and operational performance.

This helped ensure learning remained tied to measurable business outcomes rather than participation alone.

The results

Launched in April 2025, TP's Skill Up initiative has delivered measurable improvements in workforce stability, employee engagement, and business value over its first year of operation. By linking learning directly to career growth and operational impact, the organization shifted employee perceptions of development from a training requirement to a valuable opportunity for advancement. The most compelling outcome of the initiative was its profound impact on employee retention.

Participating cohorts experienced up to a **30% reduction in early-tenure attrition** compared with control groups. During the pilot phase alone, the program contributed to the retention of **120 employees**, reducing turnover costs and strengthening workforce continuity across operations.

Strong engagement reinforced these results. Learners completed **more than 547 learning hours**, generated a **170% utilization rate**, and completed more than **14,925 learning items** across business, health, and technology domains.

Employees applied newly developed capabilities in customer interactions, leadership responsibilities, operational improvement projects, and AI-focused initiatives, contributing to stronger performance and greater confidence in day-to-day work.

The business impact went beyond retention. By reducing turnover and accelerating workforce readiness, TP generated a projected **\$770,000 annual ROI** while creating a repeatable model for capability development. More importantly, the initiative helped rebuild trust between employees and the organization, demonstrating how learning can support both individual aspirations and strategic business goals.

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The human return is as powerful as the business return. Skill Up surfaced high-potential talent, accelerated internal mobility, and changed mindsets from 'just a job' to 'a career with purpose.'

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