

Case Study #1

Amazon



Challenge

- Reputation for burning out employees causing talent attraction issues.

Job Quality Category Targeted for Improvement

- Career Training

Job Quality Improvement(s)

- Updated their Career Choice program in 2022 to a prepaid tuition program for full/part-time employees, starting after 90 days with no payback policy.

Outcomes

- Amazon won't share attraction or retention outcomes, but 9/10 workers surveyed said similar opportunities would be required for them to leave.
- More employees signed up in the first year of new program than in nine previous years.
- Invested in program expansion in 2023.
- Major tool used to attract talent, e.g., Amazon tv commercials.
- Similar programs have been implemented at Target, Walmart and UPS.

