



# Canyon Ranch retools its strategy to retain top talent

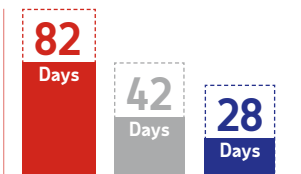
## Results by the numbers

16.3%

Companywide attrition rates dropped 16.3 percent

66%

Attrition rates are now approximately 66 percent lower than the industry benchmarked average



Average companywide time-to-fill went from 82 days to 28 days, 14 days less than the 42-day national average cited by SHRM\*

## The Challenge

Canyon Ranch is the industry leader in healthy living and luxury spa vacations. The company started in 1979 with its first wellness spa resort in Tucson, Arizona and now employs more than 1,800 people in the health and wellness industry.

Its staff ranges from therapists and physiologists to dietitians, chefs and housekeeping personnel whose aim is to provide guests with an immersive mind-and-body wellness experience.

In order to consistently deliver an exceptional customer experience, Canyon Ranch must employ experts who embody the brand's commitment to wellness and mindfulness.

And it isn't just about recruiting the right talent, it's about retaining top talent, too. With growth as a key corporate focus, the company recognized they needed to employ a Human Capital Management (HCM) solution that would help them hire, manage and retain the best talent to deliver their distinguished brand experience.

## The Action

Canyon Ranch uses ADP® for payroll, HR, health and welfare, and analytics and benchmarking. Streamlining their systems enabled Canyon Ranch to use its people data to perform a comprehensive analysis that highlighted very high attrition rates among new hires within the first few months of employment. The same analysis also revealed that employees who complete their first year tend to stay for an average of eight years, and many will stay for their entire career.

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“ADP has helped us to achieve our talent goals by allowing us the efficiencies to see through the analytics where we’re winning and where we need to make some changes. We have identified areas where we have high turnover that has been unnecessary and addressed compensation issues that have been key in some areas.”



Jane Curtin  
Corporate Director of Talent

Canyon Ranch recognized that if they could bring the brand's transformational health culture alive within their employees during new hire training, they would be more likely to retain them in the long term. With a renewed focus on the importance of “spiritual wellness,” training now provides every new hire the opportunity to experience the Canyon Ranch firsthand – from the food to the classes – to bring its brand mission alive.

## The Impact

The ability to regularly view analytics for each location relating to talent and turnover and drill down to the month and quarter has helped Canyon Ranch prevent attrition and reduce overall costs associated with hiring.

In addition to revamping its new hire program, Canyon Ranch also changed their hiring processes, enabling them to reduce their average time to fill by 54 days despite needing to employ people with unique skills across a lot of very specific roles.

Benchmarking will continue to inform compensation decisions to enable Canyon Ranch to attract the best talent for each of its unique roles.

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\*Source: <https://www.shrm.org/about-shrm/press-room/press-releases/pages/human-capital-benchmarking-report.aspx>

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