

ELEVATE YOUR BUSINESS WITH FRACTIONAL LEADERSHIP

Case Study: Fractional Head of Customer Success [Homecare SaaS Co]

OVERVIEW:

Reason for interest in fractional:

Imminent need with churn having a high impact to the business, not enough work to justify FTE

Duration:

Initial Contract = 3 months. Extended indefinitely, currently 15 months & counting

FOCUS:

Initial Focus:

Stabilize the team, investigate churn, create a Success Team playbook to outline strategy & process

Current Focus:

Developing leadership, moving from reactive churn strategy to proactive churn prevention

HIGHLIGHTS:

- Team efficiency gains have led to **50% reduction** in headcount
- Churn has **improved by 22%** year-over-year
- NPS Scores have **increased by 12 points** year-over-year
- Success team has begun account expansion initiative, aligned to contribute **10%+ to revenue** in 2025

Why More Businesses are Choosing Fractional:

BENEFIT	FRACTIONAL HIRE	TRADITIONAL FTE HIRE
Time to Value	Start within 1-2 weeks with reduced time/effort from the team	Average 4+ month hiring cycle with lots of distractions for the team
All In Cost	1099 means no benefits, payroll taxes, and flexibility as needed	Locked into FTE and overhead, future expectations of growth, etc.
Onboarding Time	Fast start playbook reduces team time commitment by 90%	Hours/days/weeks of team time required to get fully up to speed
True Partnership	No politics or games, true expertise and proven leadership from Day 1	FTE dynamics often mean playing politics and divided goals/focus
Costly Mishires	Clean, drama free exit spelled out from the beginning	Avg. tenure of 15 months leads to wasted time, money and effort