



REDUCING ATTRITION & ABSENTEEISM:

How a top call center in the Philippines used the LiveWell platform to assess and tackle employee turnover.





THE PROBLEM:

In the BPO industry, employee turnover is one of the highest, often ranging from 60-120% per annum due to the stressful, monotonous, and restrictive nature of work. Every year health insurance providers increase coverage policies by 5-10%. It seems culturally accepted that disengagement, attrition, and absenteeism are the inevitable concerns surrounding many call centers.

A multinational customer management organization based in the United States, was not immune to these issues. One of their most populated worksites in Makati, Philippines was experiencing 11% attrition and 9% absenteeism month over month.

THE SOLUTION:

To effectively identify the factors that lead to the alarming disengagement and attrition numbers, the company's management and site engagement team needed to upgrade to a responsive tool that could effectively keep track of their employee's engagement and wellbeing within the organization. As they began their search, they wanted a platform that could also instantly get them to communicate with a large audience, record the mood of their workforce, and offered strong analytics

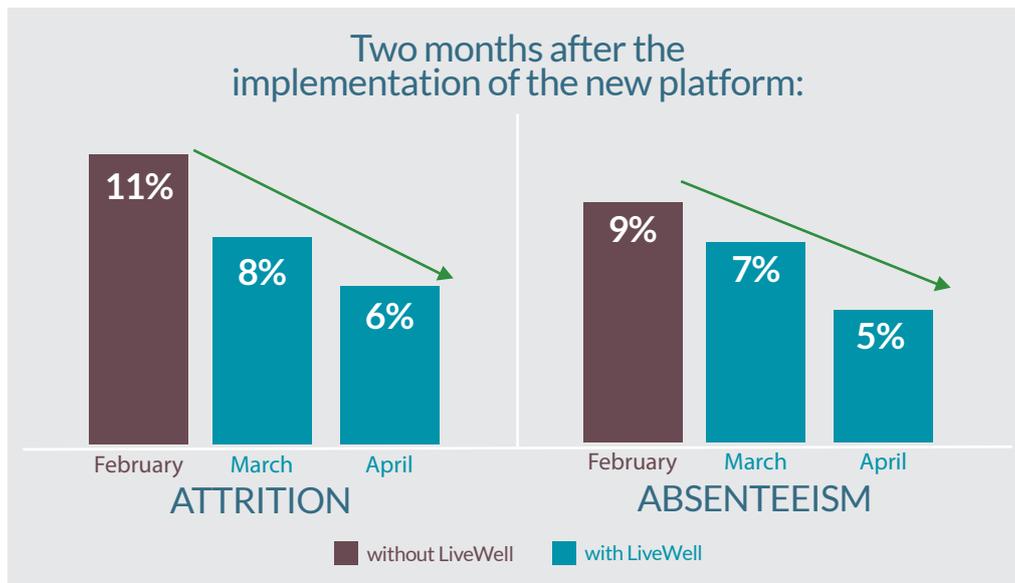
The **LiveWell platform** was found to be the most comprehensive solution in helping them achieve their goals.

Employees could log in and easily share their mood through widgets on their platform homepage. Likewise, management can get an overall engagement snapshot by simply logging in to the Dashboard. They could conduct regular check in Sessions where employees can openly share their ideas and specific tasks that they struggle with, and where supervisors can also discuss their strengths, as well as realign their direction in the company.

The News feature was utilized to share important updates from the organization. By giving the employees full knowledge on the goals that needed to be reached, they understood their individual responsibility and contribution in achieving these targets.

Employee satisfaction surveys were regularly sent out to gather ratings and feedback about current benefits and programs. This helped the management in defining what initiatives were hitting the mark, and those that needed to be improved or worked on.

Through the platform, management practiced transparency in the workplace, which drastically increased employee retention. By being transparent about how the company was succeeding, providing clarity on issues and concerns, and recognizing top performers, their employee turnover was greatly reduced.

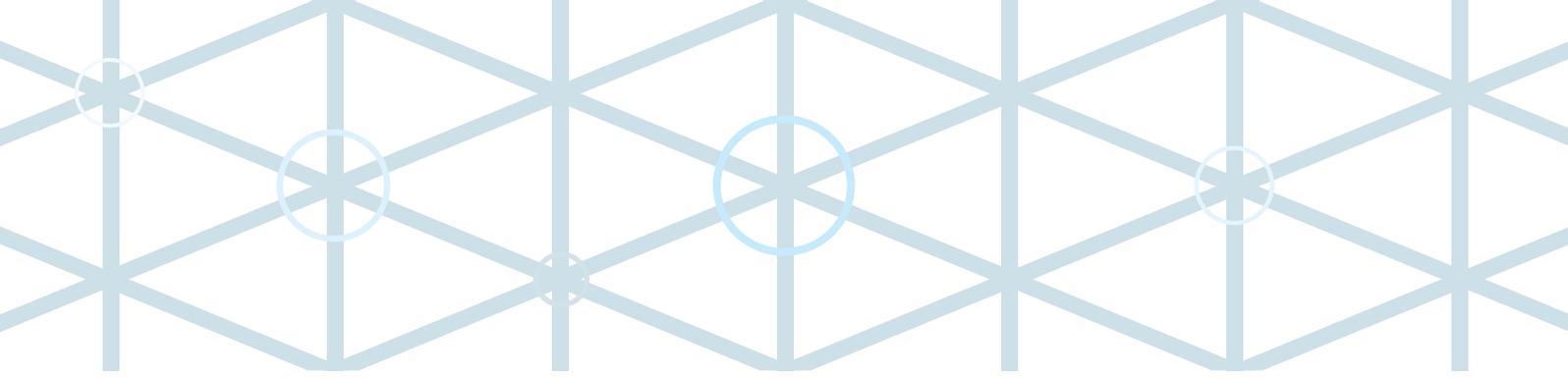


320
distinct members
participated in surveys

1,721
comments were added to
status updates

935
unique users
participated in company-wide
activities at least once.

1,879
distinct members joined in
sessions at least once



ELEMENTS OF SUCCESS:

Proper training

The platform was led by a special project team from LiveWell and the company's primary site engagement officer to manage the software implementation. Prior to the launch of the platform, wellness ambassadors and team leaders were assigned then trained on utilizing all tool's functionalities. From logging in, uploading content, tracking data, and creating news and surveys.

Relevant, diverse content

To increase employee usage of the new platform, the special project team worked with the primary SEO and HR department by uploading ample content to the platform before it was scheduled to launch to its users. This consisted of company challenges and activities that they can join, relevant courses that give them more information on their benefits, and different corporate processes. Photos from corporate events were also uploaded to the blogs section, and rewards were made available for users to get motivated and participate in the platform and earn points.

Communication strategy

10 days before the launch, the SEO worked closely with the LiveWell team to send teasers and announcements directly to emails of the employees each day. The content highlighted platform features, sharing tips and advice from the knowledge base of LiveWell's customer support in Zendesk. During the grand launch, videos announcing the live platform were broadcasted through the tool's Kiosk TV feature, showcasing the rewards and challenges uploaded, with instructions for users on how to log in.



LiveWell is a software tool that allows businesses to communicate their culture, digitize the corporate well-being experience, and integrate HR initiatives. A winner of the 2017 Digital Solution of the Year Award by the French Chamber of Commerce, the LiveWell platform enables organizations to drive communication, improve participation, and measure results for data-driven decisions. Learn more at www.start2livewell.com.