



Case Study – Thinkers for Life (ThFL)

Company: A player in the global technology industry.

The Business need

- A scalable engagement option
- Engage employees online
- Engage employees at a time convenient to them
- Done by the client in the past at the cost of HR bandwidth
- Needs to be integrated with an overall employee engagement initiative

The TFL Business Solution

We suggested Thinkers for Life, a course of action that involved:

- An online mind gymnastics package that includes quizzes, jumbles, treasure hunts, jigsaw puzzles and so on.
- Sending options of monthly activities,
- Calendarising the activities
- Executing the plan from start to finish

Execution

- The client selected monthly activities from a specified list
- A checklist soliciting details of banners, logos and sub domains is filled in
- The online activity with company branding and ThFL branding is prepared and deployed
- Number of participants is collated and winners announced
- Activity-wise status reports with participation levels
- Report is generated
- The same process continues for the entire year

Results

- Approximately 600 unique participants per online activity
- Saved bandwidth of all internal stakeholders
- A happier, more engaged workforce
- ThFL Return on Investments data (total cost/ total number participated) far outweighed all prior efforts done by the company)