



Case Study – Employee wellness and work-life balance initiative

Company: A global technology solutions firm.

The Business Need:

To formulate and execute an employee wellness program for a target audience of BPO + Software employees in the age group of 25 to 30. Program to run across broad axis of personal growth, engagement of mind as well as the body, expert talks/ sessions, spotlights on diet & health.

The TFL Business solution – program management end to end across:

Branding the program – Logo, design, microsite, banners and teaser EDMs.

Communicating the program – Through a microsite that forms the central point of all information - weekly calendar, up coming programs, event photographs, updates, helpdesk and registration portal for the program.

Driving the program - End to end management of vendors, communication, reporting feedback and number of attendees.

Reporting success – Weekly status reports on progress. Monthly analysis of participation numbers, feedback and success metrics.

Execution:

- Freezing on Calendar of workshops/ sessions
- All vendors met with, offer and legalities closed
- Planning of requirements for each session with the facilities team at client locations
- Sessions calendarised and master deployment plan for the quarter shared with client.
- Tracking and reporting till program closure
- Online registration facility to employees for various activities.

Results:

- Goodwill and great feedback from employees
- High adoption rates for the program
- More than 95% of feedback rated sessions at 'Excellent'
- Average Turnout rate of 70% of registered employees for all sessions
- Call for long term sessions from employees for most workshops such as meditation, yoga and hobby sessions.