



## **Case Study – The Fuller Life, Employee Engagement**

**Company:** A global player in technology services and consulting

### **The Business Need**

The client has an existent club structure which is part of its internal employee engagement initiative. Employees can affiliate themselves to various clubs such as Music Club, Sports Club, Movies Club, CSR, etc which are part of the framework.

The client felt the need to bring awareness to this structure and to bring people with common interests together with this initiative. The emphasis was to create an atmosphere where employees knew that the office was a place where they could have fun!

### **The TFL Business Solution – Club-specific activities**

We suggested a course of action that would engage employees across multiple channels.

It involved:

- Focusing on 1 or 2 clubs every quarter and conducting relevant activities that would bring the clubs to the forefront
- Sending options of activities, calendarising them and executing them from start to finish
- Sending weekly status reports tracking numbers

### **Execution**

- Designing and deploying activities across multiple media (online contests, cafeteria games and outdoor locations)
- Creating E-mail IDs for each club so interested employees could give their suggestions and feedback
- Organising a series of creative workshops at client location that gave employees the opportunity to bring their families to work
- Creating a gamut of online contests varying from pop-psycho quizzes to jigsaws to treasure hunts
- Conducting intra-location sports matches, followed by inter-location finals across games like Volleyball, Cricket, Carrom and so on at external locations
- Conducting an inter location dance competition
- Tracking number of people engaged through weekly status reports
- Managing all affiliates and payments.

### **Results**

- Employees began taking part in activities related to a club that they were interested in
- Every online activity recorded an average of 4,000 hits
- The dance finals was a huge success, with the entire cafeteria floor being occupied by the audience
- Over 20,000 instances of employees being engaged in a quarter.