



## **Case Study – Fit for Life**

**Company:** A large multinational BPO company.

### **The Business need**

- Client has a large women employee base across locations and cities who work in shifts.
- Client wanted activities planned that would convey the workforce's strong concern for women employee's health and wellness.

### **The TFL Business Solution – an exclusive All-women Health testing camp at the workplace.**

We suggested a course of action that involved:

- Partnership with a reputed hospital to set up an all-women health testing camp at all client locations, across cities.
- The camp to extend across all shift timings – to ensure maximum participation.
- From the testing, we would collect and collate anonymous data. This data would give the client an overview of the health of their female workforce.
- TFL to manage all components end to end – hospital partnership, tests, results, execution and feedback.

### **Execution**

- Health testing camp was set up at client locations.
- Women employees could have their BMI, fat%, heart rate, blood pressure tested and consult a physician with their report.
- A dietician who gave personalised diet advice and dental consultation was also part of the camp.
- The women employees were given branded collateral such as: a health scorecard with their findings, a diet plan and a booklet of health tips and healthy shopping ideas.
- Participation was tracked with daily status reports that were shared with the client.
- At the end of the camp – feedback and collated anonymised data were shared along with suggestions on how to address the findings and feedback.

### **Results**

- More than 60% of the female workforce attended the health testing, across locations and cities.
- The camp was rated at the top score of 'Excellent' by 92% of the workforce.
- 94% of the women who attended expressed a keenness to have similar camps conducted more regularly.