



Fortune 50 Telecom Reduces Call Center Absence Rates, Boosts Engagement, Saves \$3M Annually

OVERVIEW

A Fortune 50 Telecommunications company with nearly 200,000 employees was seeing high rates of absences at its call centers. The company wanted to address these trends by providing better support to its call center teams for the challenging work environments and situations often faced by frontline employees.

The company partnered with meQ to offer resilience training, and to track and improve perceived stress levels among its employees.

THE PROBLEM: STRESS, TURNOVER, AND HIGH CALL CENTER ABSENCE RATES

Company-wide stress was identified as a significant workplace factor contributing to the high absence rates occurring at call center locations. There were also problems with high turnover and low employee engagement among call center employees. Though the company offered an array of stress management programs including EAP, yoga, and meditation, participation levels were low.

THE SOLUTION: WORKFORCE RESILIENCE

To reduce absence and increase engagement, the company launched a wellbeing campaign and increased onsite events dedicated to health and benefits. Print materials included desk drops, posters, table tents, and flyers. Ongoing communication included weekly behaviorally-driven emails, video testimonials from users, and corporate comments.

IMPACT: REDUCED ABSENCE RATES AND HIGHER eNPS SCORES

The results of the multi-tiered strategy were impactful. The relationship between increased resilience, improvement in stress management, and a decrease in absence rates was clear. Call center absenteeism improved with regard to both continuous leave and intermittent leave.



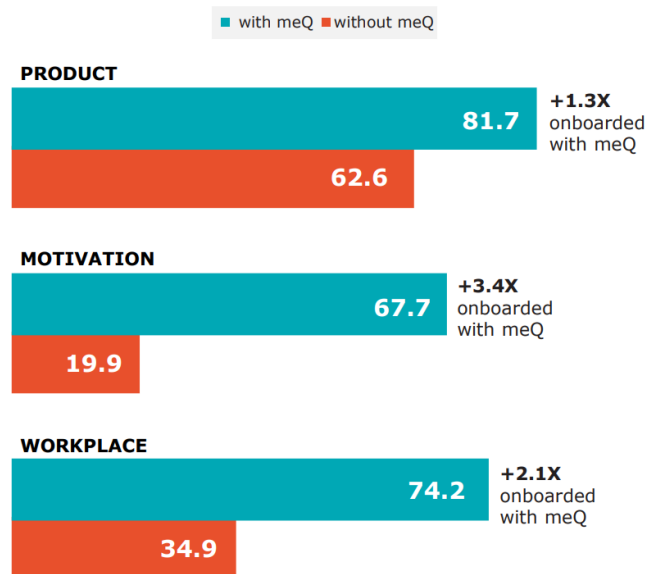
Stress management scores improved by 20%. Resilience improved by 8.5%. The company saw 4 fewer absences per year, per participant, and realized **annual savings of \$3 million across a population of 12,000 employees.**

Offering meQ as part of the onboarding plan for new employees delivered significantly higher eNPS (employee Net Promoter Score) and employee engagement scores. In addition to higher eNPS scores, better outcomes were noted across a range of other engagement measurements. Employees who were exposed to meQ as part of onboarding viewed the company in a more positive light, were more pleased with their benefits, and were a third more likely to say that their work stress was manageable.

SUMMARY

Through the use of meQ’s resilience platform and reporting analytics, a clear relationship was demonstrated between increased resilience and improvement in stress management. Absenteeism was reduced by an average of 4 days per year, per employee, delivering bottom-line savings of \$3M annually for this company.

When meQ was included as part of the onboarding process for new employees, measurable increases in eNPS scores were achieved. Employees viewed the company in a more positive light, and were more likely to consider their work stress to be manageable.



Learn how building workforce resilience can strengthen your organization. [Reach out to a meQ specialist today.](#)