



Global Technology Company Boosts Employee Resilience by 36%, Saving \$5.8M in Improved Productivity

OVERVIEW

A leading data management and storage provider with 10,000 global employees wanted to improve their emotional wellbeing ecosystem. Concerning downward wellbeing trends for eligible dependents including high claims for depression and behavioral health disorders were impacting employee satisfaction and employer reputation.

The goal was to evolve the behavioral health and emotional wellbeing aspects of their programs to reinforce their values as a company that cares about its employees, by creating an exceptional cost-effective benefits experience to help attract, retain, and engage talent. The company partnered with meQ to launch a workforce resilience initiative to help employees and their spouses to address the top sources of stress standing in their way.

POPULATION	MILLENNIALS	DEMOGRAPHICS	ELIGIBLE DEPENDENTS	AVERAGE YEARS OF SERVICE
10,000 Global (6,000 U.S.)	25%	77% Male	80%	6.5

THE PROBLEM: DEPRESSION, STRESS, AND A MAXED-OUT EAP

Workforce resilience had become a major challenge for this organization. The company knew that depression was one of the top diagnoses for prescription drugs within its population, with accompanying high claims for dependent behavioral health. Behavioral health was also listed in the top 3 by case prevalence for one of its short-term disability plans, and the cause of higher than normal long-term disability claims.

50% of the company's EAP participants had reached the maximum 6-visit counseling limit for addressing anxiety, mental health, and marital issues. An employee survey revealed broad support for the development of a new wellbeing ecosystem.

The methodology used to understand employees involved conducting employee surveys and focus groups, as well as deploying an employee persona analysis. These insights revealed that employees worried the most about family and success. This strategy allowed leadership to prioritize recommendations for a broad spectrum of wellbeing programs centered around employee interests, personal needs, motivators, and barriers.

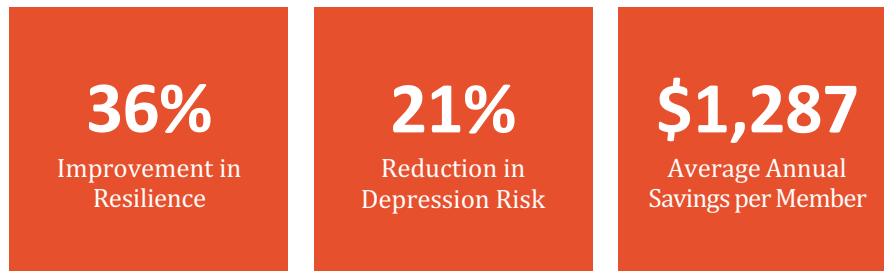
Employee feedback and survey results indicated a strong desire for highly personalized and consumer grade experiences, mobile app technology, and tools for personal/professional performance-based upskilling.

THE SOLUTION: WORKFORCE RESILIENCE

To validate the survey, the customer partnered with meQ to get an initial read on specific emotional wellbeing needs. The company identified 7 key employee personas to target within their wellbeing ecosystem, including: the workaholic, starting a family, millennial engineer first job, mid-career hire, chronic condition, divorced single parent, and the executive. With these 7 key personas decided on internally, they worked with meQ to engage across the diverse needs of each persona, offering meQ resilience training to eligible employees and spouses.

IMPACT: AN ENHANCED WELLBEING ECOSYSTEM AND A STRATEGIC ADVANTAGE

After using meQ's personalized and interactive skills and activities, this population achieved marked improvements in positivity, connection to work, emotion control, and managing anxiety, which contributed to an **OVERALL RESILIENCE SCORE IMPROVEMENT OF 36%**.



That translates into significant cost savings of **\$5.8M ANNUALLY** for this organization, through improved productivity and reduced absenteeism/turnover.

SUMMARY

Through the use of meQ's data-driven population insights, the company gained greater visibility into the sources of stress affecting its people. By giving employees and their spouses access to relevant and personalized tools to create a holistic wellbeing ecosystem within the employee experience, the company was able to foster a partnership with employees that provided opportunities for personal growth and organizational purpose. Real-time access to data and predictive analytics on the emotional wellbeing of employees allowed the company to course correct and positively impact performance, leading to significant bottom-line cost savings.

Learn how building workforce resilience can strengthen your organization. **Reach out to a meQ specialist today.**