



Wellness and Resilience and its impact on Trust & Safety Operations



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Introduction

The concept of holistic wellness can be defined as the ideal blending of human activities with positive interventions to achieve a balanced life. It contemplates an equilibrium between professional and family life and creates harmony between mental and physical health.

Contrary to common perception, the debate about work-life balance is not a contemporary matter. It has permeated human culture since antiquity, and in fact, the Greek philosophers coined the term “Eudaimonia” to describe the idea of human flourishing.

Does this mean that the high-pressure, “take-no-prisoners” work culture of the 20th century is on its way out? Have more mindful and compassionate working practices overtaken the general intellectual, moral, and cultural climate of an era?

We believe this to be a complex matter.

Digital Transparency

In our immediate digital age, the distance between brands, consumers, and workers has become shorter. Today, companies' activities are exposed for better or worse, adding pressure to display practices in line with the values they promote. Negative reviews about unfair work practices, unduly high attrition, and preventable burn-out, sometimes exposed by viral videos or even court cases, can seriously damage a reputation and impact the bottom line.

Businesses work to be seen as striving to understand and support employees to flourish, both personally and professionally; that they practice what they preach. This transparency brought about a cultural shift in the organization of work, which is now moving from a purely transactional model to a broader, transformational, social contract. As discussed below, as work-life balance gained new impetus, employers' responsibilities grew, and power relationships became more equal. Nowadays, Environmental, Social and Governance (ESG) and Diversity, Equity, and Inclusion (DEI) frameworks are capital criteria to attract both investment and exceptional workers.



A Cultural Shift

When society moved online and algorithms and automation capabilities took over, interactions extended across new touchpoints and global communities boomed in social media, applications, and gaming. The customer was placed at the center of it all as an active player, irrevocably demanding 24/7 interaction, the ability to buy at any time, and most importantly, the ability to rate services and products online, for everyone to see. When brands realised that online content reverberates and virilizes, they woke up to the power of an ever-easier, effortless, positive user experience and the return this delivers. The proximity presented businesses with a grand opportunity to better know their customers-end-users, and to target and tailor offerings that grow brand affinity and loyalty, increase consumer lifecycles, and, of course, profitability and brand equity.

With the COVID-19 pandemic, the world turned to the internet and the digital transformation crystalized. The work-from-home (WfH) model has forced a newfound flexibility between employers and employees. The idea that people must be in the office to be productive was dismissed, and the WfH was embraced for its strengths. Currently, most companies deploy a rotating on-site-WfH model.

All these events contributed to challenging societal views about the intrinsic value of human labour and work-life balance. Companies understood that protecting their digital realms and designing the finest customer experience should be applied to delivering a positive employee experience that resonates with employees and customers, creating the perception of a more human and smarter brand persona.

Today, businesses actively promote a positive, healthy work culture that delivers a better integration of work and personal life, increases productivity, and helps retain the best employees. They now complement salary compensation with benefits such as nurseries, extra work activities, improved relaxation and fitness spaces, free food, drinks, and transport, therapeutic services, and extended family health insurance.

On the other hand, the workforce of the third millennium claims an experience of both enjoyment and personal fulfilment at work, even discovering a sense of purpose and personal connection with the brand they work for. Candidates research companies and look for awards for "best place to work" or "investors in people," and they frequently turn down more lucrative financial offers, claiming that wellbeing and work-life balance are the most crucial factors in accepting a job offer.

The Economic Case of W&R

Organizations like the WHO and the International Labour Organization (ILO) have been outspoken about the global epidemic of mental health, which, according to a Lancet 2019 report, is set to cost the world economy 17 trillion by 2030. An endless body of research shows a direct correlation between negative workplaces and errors, accidents, sickness absence, poor retention, high talent turnover, talent shortages, knowledge and expertise loss, and succession planning issues. When economists started estimating the cost of ill-health practices at work and how they affect productivity and profitability, the findings were extraordinary.

- Mental health costs amount to an estimated twelve billion working days every year for depression and anxiety alone, costing the global economy one trillion US dollars per year in productivity.
- The American Psychological Association estimates a bill of over \$500 billion due to workplace stress, and 550 million workdays are lost each year due to stress on the job in the U.S. alone.
- An estimated 80% of doctor visits and 60-80% of workplace accidents are attributed to stress.
- In the UK, the Mental Health Foundation and the London School of Economics and Political Science (LSE) estimate that the cost of ill-health at work is 118 billion per annum.
- According to a study coordinated by the Queens School of Business, absenteeism and accidents are 37 to 49% higher and quality is 60% lower when employee engagement is poor.
- Companies with low ESAT (Employee Satisfaction) rates experienced 18% lower productivity, 16% lower profitability, 37% lower job growth, and a 65% lower share price over time.
- Brands with higher ESAT receive 100% more job applications.
- Research also showed that voluntary turnover grows by nearly 50% where ESAT is low, increasing costs associated with recruiting, training, loss of expertise and productivity.
- The Center for American Progress estimates that 20% of an employee's salary goes towards replacing them.

Growing evidence suggests a direct link between positive work practices and organizational effectiveness. Corporations and research are showing that a happy workforce produces more, better, and more cost-efficiently. The idea is that in both the short and longer term, such improvements increase the capacity to innovate, compete, and raise profitability.

These ideas considered, what is the role of wellness and resilience? What do these words stand for?

What is Wellness and Resilience?

They are psychological traits and real-life behaviors that complement and strengthen each other.

Wellness is about living healthily to achieve the best possible physical and mental health. It should elevate the experience of living to a state of self-control and self-actualization, so that one thrives rather than survives.

Resilience can be described as one's ability to recover from multiple setbacks and continue to strive for one's goals. Simply put, it is the capacity to get up when we fall. In current psychology, there is a belief that resilience can be learned and developed to teach people to correct previous behaviours.

As pointed out earlier, at Conectys, we see great parallels between these two concepts and the Greek term "Eudaimonia," which describes the idea of human flourishing. For us, wellness and resilience is essential to our vision of a positive working community where people are empowered to do their best for themselves, their colleagues, and the company. For us, wellness and resilience is essential to our vision of a positive working community where people are empowered to do their best for themselves, their colleagues, and the company.



Impact of Wellness and Resilience in T&S Operations

There is substantial empirical evidence that job stress affects physical and mental health and, as a result, worsens workplace dynamics, affecting service quality. In content moderation, wellness and resilience is crucial in securing safety for all, as every interaction with content has the potential to affect, deter, or incentivize your employees to become stronger and better equipped to succeed.

To create safe and helpful online communities that protect your customers and your brand, you must protect your moderators. Content moderation teams must be equipped to manage exposure to challenging content, as this can affect your content moderators and jeopardize or safeguard your operation.

Empowered content moderators will thrive in making your digital universe trustworthy and safe for everyone, enhancing your brand's reputation, and providing peace of mind to your stakeholders.



How does Wellness and Resilience transform your work? Firstly, by promoting a positive work culture within an interdependent community, where people are empathetic, caring for, supporting, and inspiring each other. It promotes feelings of personal engagement and loyalty and, ideally, a feeling of purpose.

It changes the perspective of work, from being an activity that exploits human resources to one that enriches our lives. It suggests that it is possible to provide general well-being benefits to the workforce whilst increasing the bottom line for businesses.

A successful wellness and resilience program should create a positive work culture that:



Fosters Engagement and Loyalty



Promotes Social Cohesion



Develops a sense of Community



Teaches Trust, Empathy, Kindness and, Altruism



Produces Flexible Work Policies



Reduces Stress



Encourages Autonomy and stimulates Accountability



Recognizes Employee Engagement



Prevents ill-health

Conectys Wellness and Resilience Program

Part of a global well-being plan that encompasses all of Conectys' activities, the wellness and resilience program underpins the core tenets below. It is customised with each partner to integrate specific brand ambassadorship and advocacy activities and is improved throughout the life of the project.

Onboarding, Training and Prevention: The Moderation Skill Pack is the moderator's bible; a training and behavioral guide that includes evidence-based recommendations for managing and promoting healthy working practices and preventing mental health illness. The onus is on a positive work culture backed by a support system that can be triggered by the moderator when needed. During the onboarding, moderators also learn about the panoply of means available to them.

Mandatory wellness breaks are automatically scheduled, and moderators are encouraged to enrol in daily activities and to use the off-work relaxation spaces provided. Conectys offers its employees free coffee, water, and fruit, as well as a set of plentiful extra-work activities, both via digital platforms and in real-life social scenarios.

Workplace Counselling Services: All managers, team leaders, and training experts undergo specialized training. This includes role-playing scenarios to provide support and guidance to the working community, especially to content moderators. All counseling sessions, wellness activities and external assets, such as medical care, are available on a volunteer basis only.

Moderators dispose of counseling sessions with trained workplace counselors (WoCos), 24/7, in 10+



languages. In these meetings, held in private surroundings, non-intrusive techniques are deployed to assist the moderator in normalizing reactions and stabilizing emotions to achieve a sense of safety and control. After the counseling session, the moderator should be able to resume normal routines.

Our SLA dictates that, in the case of acute emotional distress or an emergency, WoCos acknowledge a support request within one minute and provide engagement in under five minutes.

Specialized Medical Care: Conectysians benefit from medical insurance paid for by the company,

which enables access to a wealth of services, including mental health care. The company supports the principle of adjustments in the workplace and is committed to considering medical, HR, and personal recommendations to assist our people to feel safe and empowered in their jobs.



Other Activities: Moderators benefit from facilitated and non-facilitated wellbeing sessions divided into eight categories; Healthy Mind, Healthy Living, Life Skills, Employee Assistance, Fun and Chill, Hobbies and Passions, Relationships, Ergonomics. The voluntary sessions are based on preferences and needs as devised according to feedback surveys and focus on mental health awareness, general wellbeing, and work-life balance.



Trust and Safety Policy Consultancy: We help partners to define policies in-line with legal requirements. They must allow your team to identify content that misrepresents the brand, harms moderators or end-users, or may be deemed unacceptable or prejudicial to society in general. These policies also outline processes and training that prioritize agent and collective safety in dealing with and escalating sensitive and critically sensitive, harmful content.

Data Security and Integrity: Content moderation cannot operate effectively in a silo. It necessitates buy-in and effort from all stakeholders across the organization, as well as the strictest security policies in terms of data integrity. Our Data Protection team deploys tools and data quality management processes in line with top industry standards and regulations to safeguard the security and integrity of your business data. Our production and data storage environments are only accessible by authorised personnel and are meticulously kept free of any paper or digital devices. Personal belongings are kept in personal lockers outside production floors.



Trust and Safety by Conectys

Conectys team approaches [Trust and Safety](#) from the broad perspective of an ensemble of services that implies a strategic vision for your company. More than providing content moderation in over 100 lines of business and 35 languages, we offer partners the expertise and guidance necessary to transform existing operations and to set up a content moderation service from scratch, integrating every element of Trust and Safety, be it people, technology, or processes.

We guarantee our partners:

- Legal and Compliance Assurance
- Moderator: Health and Wellness
- Brand and reputational protection
- Security in Online Communities
- Fast user engagement



Our Company has been recognized by the industry in the form of various awards throughout the last 20 years, for example, for technological innovation in our work with the European Commission and the global scaling of a social media giant.

The name Conectys appears in top industry analysts' reports, such as the [Trust and Safety – Content Moderation Services PEAK Matrix® Assessment 2022 Report](#). We are featured as an industry major contender, alongside companies that are significantly larger than ours, the colossi of BPO.

Our reputation is that of a nimble, mid-sized and highly flexible brand that delivers outstanding personalized services within a sensible and highly competitive commercial proposal.



We feel energized by this position and would love to meet you and discuss your business and what Team Conectys can do for your CX and T&S services.



Let's chat!

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