

meQ

CASE STUDY

Global Fortune 50 Manufacturing Company Reduces Turnover among Hourly Workers by 20%

OVERVIEW

A global Fortune 50 manufacturing company was facing huge structural change and disruption, like many in their industry. They recognized the importance of responding with agility, and the need for a resilient workforce at both the individual and team levels.

The company partnered with meQ several years ago to help develop agility and mental wellbeing across their workforce. As impact data became available, significant improvements in resilience and decreases in mental health risk levels propelled the company to promote meQ more widely, increasing adoption and impact.

THE CHALLENGE: ADDRESSING INCREASED TURNOVER IN HIGH-STRAIN ROLES

Hourly workers tend to be among the most at risk populations within a workforce. These roles are considered high-strain with relatively low control, and often come with unpredictable schedules. **Research shows** that job strain from these conditions presents a known health risk, with documented negative physical and mental health consequences. Prolonged uncertainty and economic turbulence have impacted retention, especially for hourly workers in non-desk jobs. **The Bureau of Labor Statistics** has found that quit rates are 24% higher than they were before the pandemic.

Initial results from the meQ assessment of employees at this company revealed high risk of burnout and low coping skills, particularly among hourly workers. Without the protective effect of resilience to combat burnout, absence, and productivity issues, the high-strain work environment would continue to contribute to turnover.

THE SOLUTION: BUILDING WORKFORCE RESILIENCE WITH THE DATA TO PROVE EFFICACY

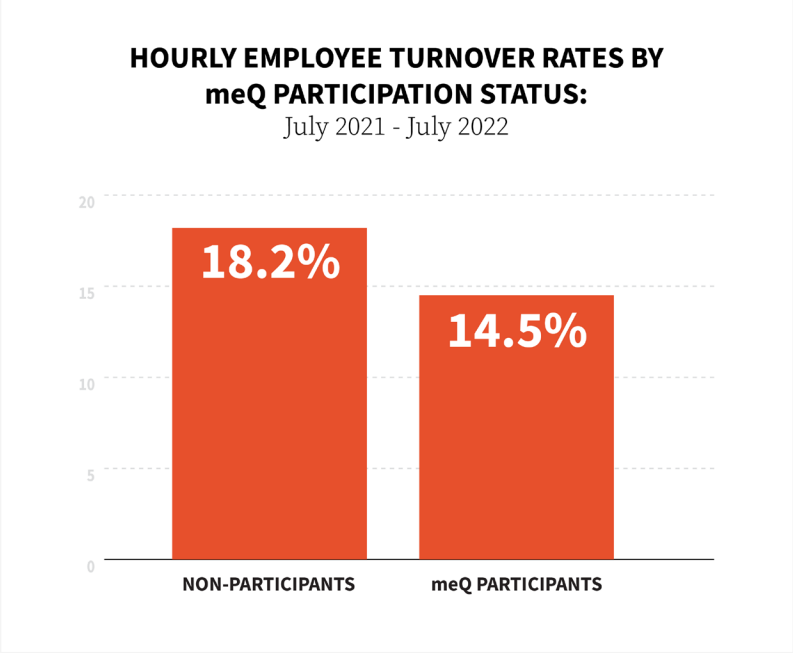
Recognizing the threat that increased turnover represented to its business, the company launched custom change agility resources, to equip individuals and teams across the organization to be both resilient and agile in the face of the unprecedented rate of change in their industry. To measure the impact of these efforts, a study was conducted on the effect of meQ participation on turnover rates.

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The study looked at a population of more than 85,000 hourly workers, comparing turnover among those enrolled in meQ to a group of non-participating employees. To permit a fair evaluation, matched samples of meQ participants and non-meQ participants were selected from all enrolled members. Matching allowed meQ to account for other characteristics such as age, gender, role, or hire date, that could increase the likelihood someone turns over.

IMPACT: REDUCED TURNOVER AND BOTTOM LINE SAVINGS

In addition to the sizable improvements in resilience and reductions in risk that have resulted from global meQ adoption, the company has also seen positive impacts on retention among hourly employees. Data scientists on meQ's Workforce Outcomes team conducted their study over a 12 month period, and found that **EMPLOYEES USING meQ HAD 20% LOWER TURNOVER THAN THOSE NOT USING meQ.**



20%

Less turnover among meQ participants

$5.1M - $8.1M

Estimated savings, assuming an average salary of $50K and a cost to replace of 25-40% of salary

Four years into the partnership, the company's Chief Medical Officer and Chief Human Resources Officer have seen the proven effects of resilience. Shifting the role of meQ from wellness to performance, these leaders are collaborating with meQ to design and launch best-in-class hybrid (digital+live) training to make resilience an integral part of company culture.

SUMMARY

The company's focus on data-driven decision making proved to be instrumental in improving the overall resilience of its workforce. By deploying meQ, leaders were able to gain visibility over risks, and ultimately create a culture that aligns with company values.

Manufacturing companies that use data to meet the wellbeing needs of hourly workers will hold the keys to retention, performance, and productivity.

Learn how building workforce resilience can strengthen your organization.
REACH OUT TO A meQ SPECIALIST TODAY.

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