

CASE STUDY

Telefónica O2 UK Ltd

A strategy for positive change

What makes an organisation a great place to work? Is it the culture, work environment, or the employee benefits? Telefónica O2 UK Ltd seems to have found the right mix – the organisation was ranked sixth in The Sunday Times' 2008 Best Big Companies to Work For. O2's health & well-being strategy plays a key role in promoting effective employee engagement and a more productive and healthy workforce.

"I found the assessments were easy to follow and you can see how well your health & well-being has developed since using the service."

O2 staff member and **vielife** Online participant

vielife



The solution

Telefónica O2 UK Limited is a leading communications company with over 19.1 million mobile customers and over 260,000 fixed broadband customers. With 13,000 employees across the UK, O2 defines its health & well-being strategy as “happier people who perform at their best and are more loyal”.

O2 partnered with **vielife** in 2007 to launch a targeted health & well-being programme, centred around an online health assessment. Four O2 customer call centres in Glasgow, Preston Brook, Bury and Leeds were chosen for the initial programme rollout, where a preliminary health assessment was conducted to provide a baseline report on the current health status of the population.

The feedback from this provided a valuable insight into the key health areas O2 should focus on to improve employee

health & well-being, including:

- Stress management
- Improving nutrition
- Increasing physical activity

The reporting capability also enabled O2 to pinpoint specific teams and departments with particular health & well-being issues. In response to this, a number of tailored health & well-being programmes have been implemented to target these areas of concern and deliver interventions to the areas of the business where they are needed the most.

In addition to these structured programmes, O2 also provided on-site nurses to undertake health and cholesterol checks, as well as healthy eating seminars and on-site nutritionist visits, to provide participants with the skills and knowledge to improve their nutrition.

The results

Since the implementation of its health & well-being programme, O2 has realised positive improvements within the target population. There have been three health assessment drives to date, and the population has expanded and changed over this time. Key achievements include:

- **15.8% improvement in nutrition***
- **10.7% improvement in risk behaviour***
- **4.7% increase in job satisfaction***
- **4.2% improvement in general health***
- **9.3% improvement in stress****
- **7.3% improvement in sleep****
- **4.8% improvement in effectiveness****



The outlook

Due to the positive results and the potential to realise even greater benefits through improved health, productivity and reduced sickness absence, O2 now offers **vielife** Online and select programmes to all staff throughout the organisation.

A positive indication of the success of O2's health & well-being strategy is the encouraging feedback from participants, who have been able to make small lifestyle changes and achieve their individual health & well-being goals.

“I was shocked at first at how stressed I was and I didn't even realise,” one O2 employee and **vielife** participant said. “The programme has helped me to balance my work with my home life and has made me much happier at work and in my job. It was a really useful tool in helping me improve my

sleeping patterns and general health & well-being.”

Another participant said: “I particularly like the occasional emails I get with tips for new recipes or advice for exercise and relaxation. They don't come too often, which is great, just often enough to remind me to keep trying. They are also short and direct which makes them easy to take in.”

With online health & well-being assessments, step-by-step advice, and structured healthy lifestyle programmes, O2's health & well-being strategy is a proactive approach to encourage employees to make simple lifestyle changes to lead healthier and more productive lives. Healthier employees means a healthy business and there is no doubt O2 will continue to reap the rewards of a more engaged and high-performing workforce.

* Health & well-being improvements experienced by O2 employees who completed both the April 2007 and April 2008 assessments

** Health & well-being improvements experienced by O2 employees who completed both the April 2008 and October 2008 assessments