

# Creating a Healthy, Tech-Empowered Workplace

Execs in the Know – Customer Response Summit







**Jennifer Lee**

President & COO  
**Intradiem**



**Jim Simmons**

VP Productivity & Initiatives  
**Synchrony**





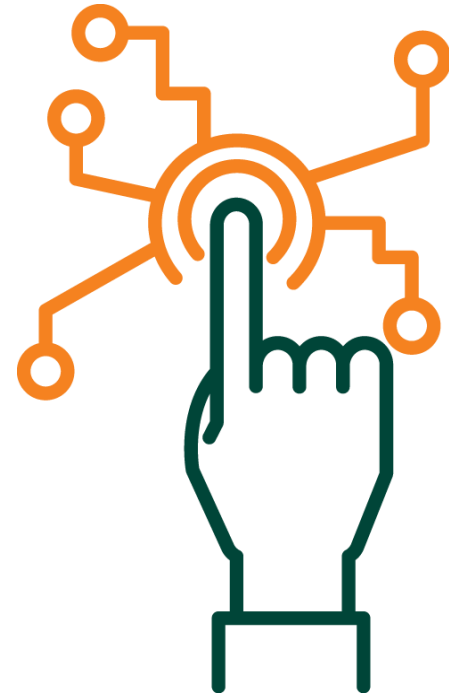
# Technology in Service of People

“AI-based machines are fast, more accurate, and consistently rational, but they aren’t intuitive, emotional, or culturally sensitive. And it’s exactly these abilities that humans possess, and which make us effective.”

**Harvard Business Review:**

“AI Should Augment Human Intelligence, Not Replace It”

by David De Cremer and Garry Kasparov







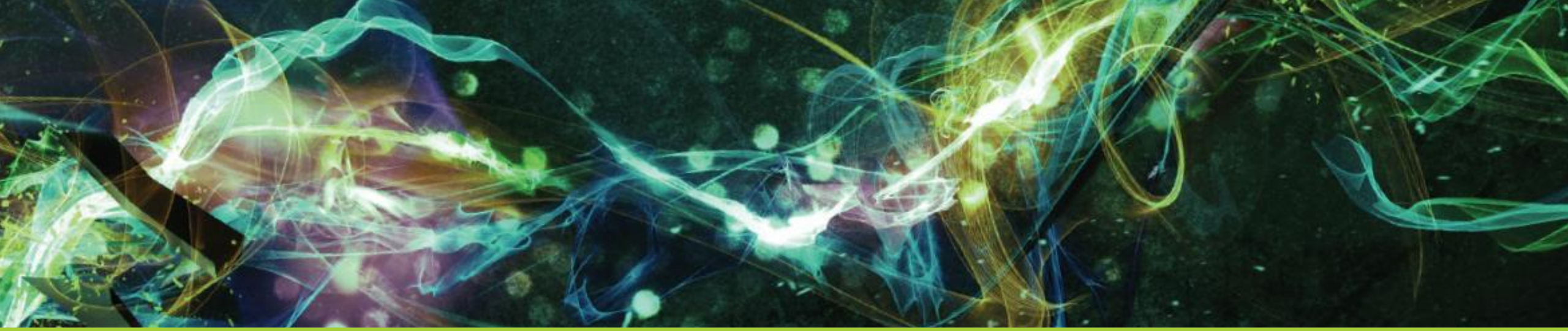
2023 Attrition Rates – All Time High

**Skyrocketed to 65% or even 85%**

.....  
**Baseline 30-45%**

<https://contact-centres.com/the-2022-contact-centre-trifecta-of-pain-rising-attrition-rates/>





# Synchrony Financial **Focus on Agent Wellbeing**



# Stress is Unavoidable

**87%** of call center operators  
report high or very-high  
stress levels

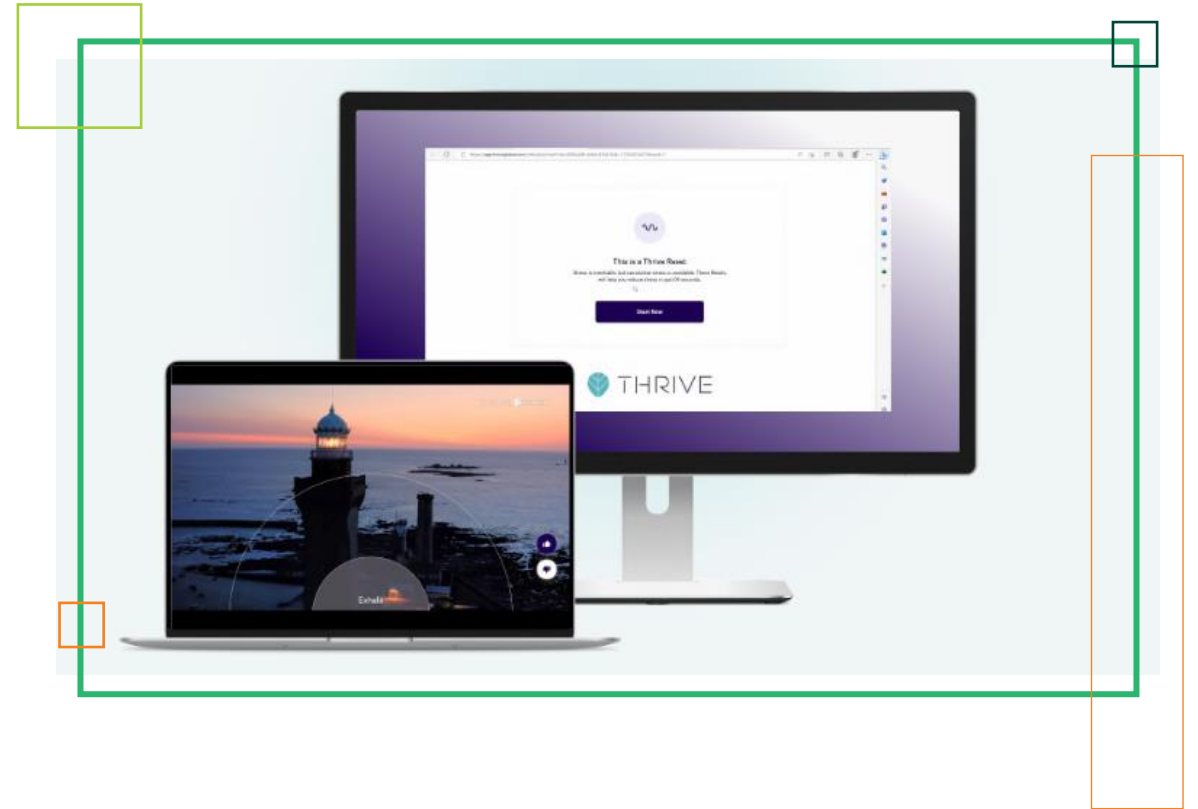
CORNELL UNIVERSITY, 2021



# Cumulative Stress is Preventable

## Thrive Global Resets –

- ▶ 60 second resets integrated into workflow
- ▶ Calming visuals, audio, and breathing prompts
- ▶ Triggered at moment agent is experiencing max stress





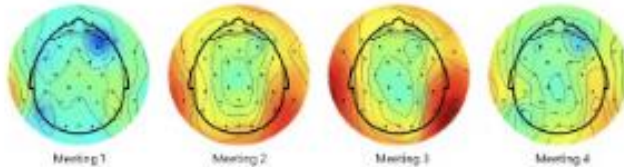
# Neuroscience Behind Short Breaks



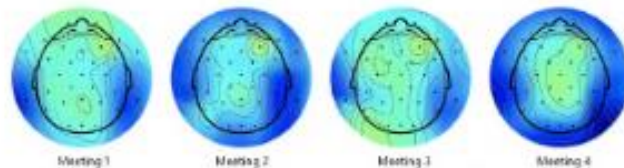
*Your brain works differently when you take short breaks*

Less stress  More stress

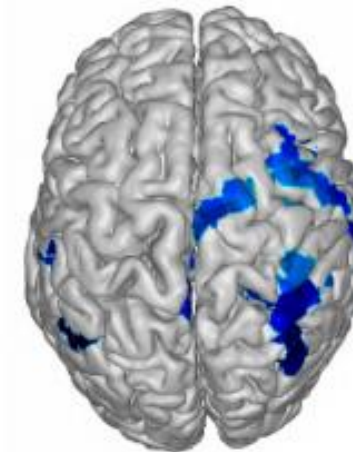
*Brain Beta Waves with no Break*



*Brain Beta Waves with Break*



*In a study of healthy volunteers, NIH researchers found that taking short breaks, early and often, may help our brains learn new skills*



Beta oscillations in right hemisphere of volunteers' brains  
Changes happened during breaks and were correlated with performance



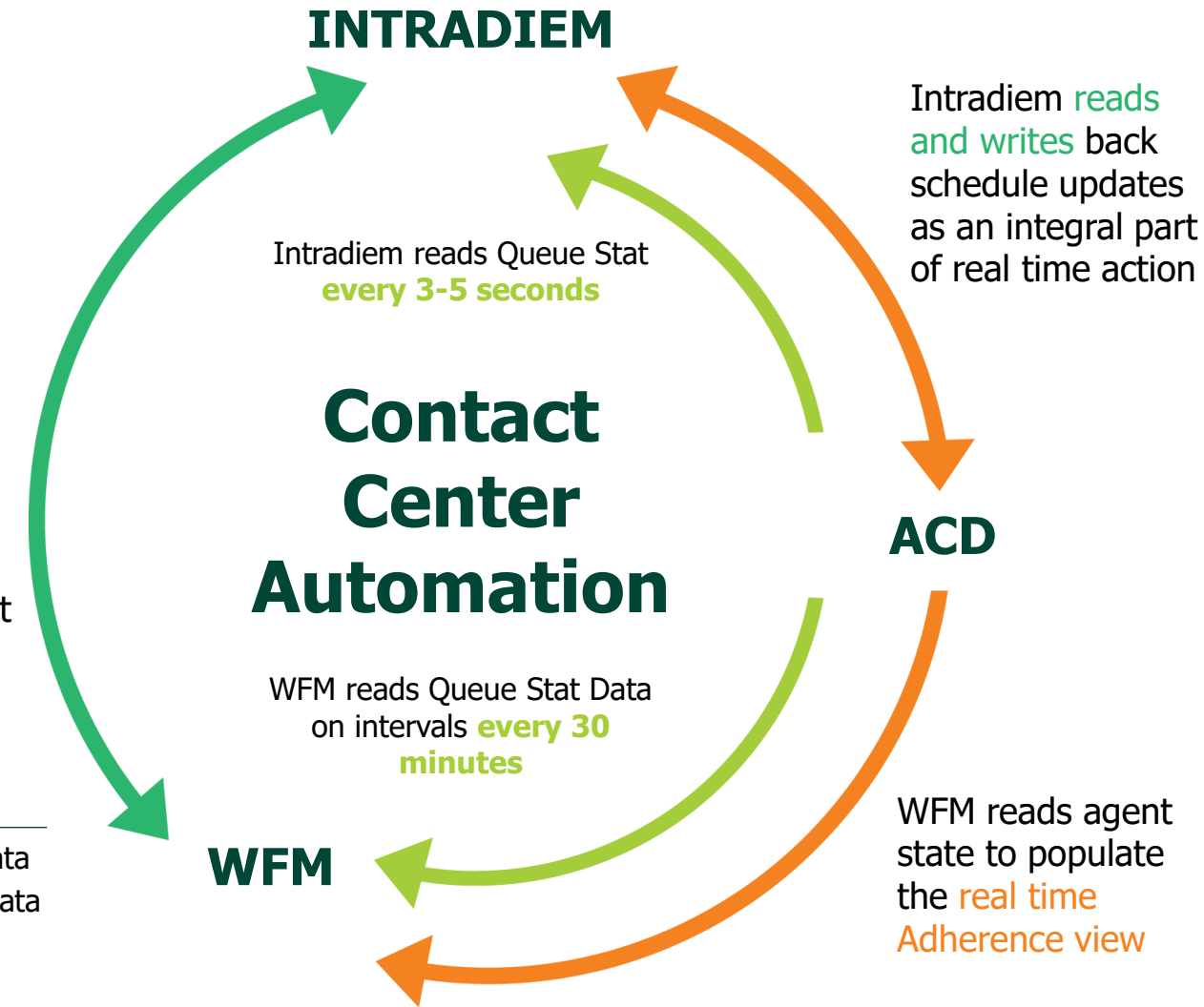
# Genuine Real Time Capabilities

- ▶ Direct integrations with ACD and WFM systems
- ▶ Thrive resets delivered without impacting service level or customer experience



Intradiem reads  
**and changes** Agent  
State in real time

- WFM Schedule Data
- Call Queue Stat Data
- Agent State





# Intentional Change Management



I have long, hard calls and having this 2-minute break is super nice! Love the pictures along with the soft calming music. Teaching us breathing techniques is super important.



The thrive sessions have helped me so much with stress, it literally allows me to take a second to breathe and **let go of tension in my mind and body!**







Change the Mindset

**You do not have to choose  
between employee satisfaction  
and productivity**



# Hear from Arianna Huffington





# Results

## Intradiem

- ▶ Over 100,000 hours of training delivered so far in 2023
- ▶ Averaging 23 sessions per agent each month
- ▶ Over 100bps improvement on Idle

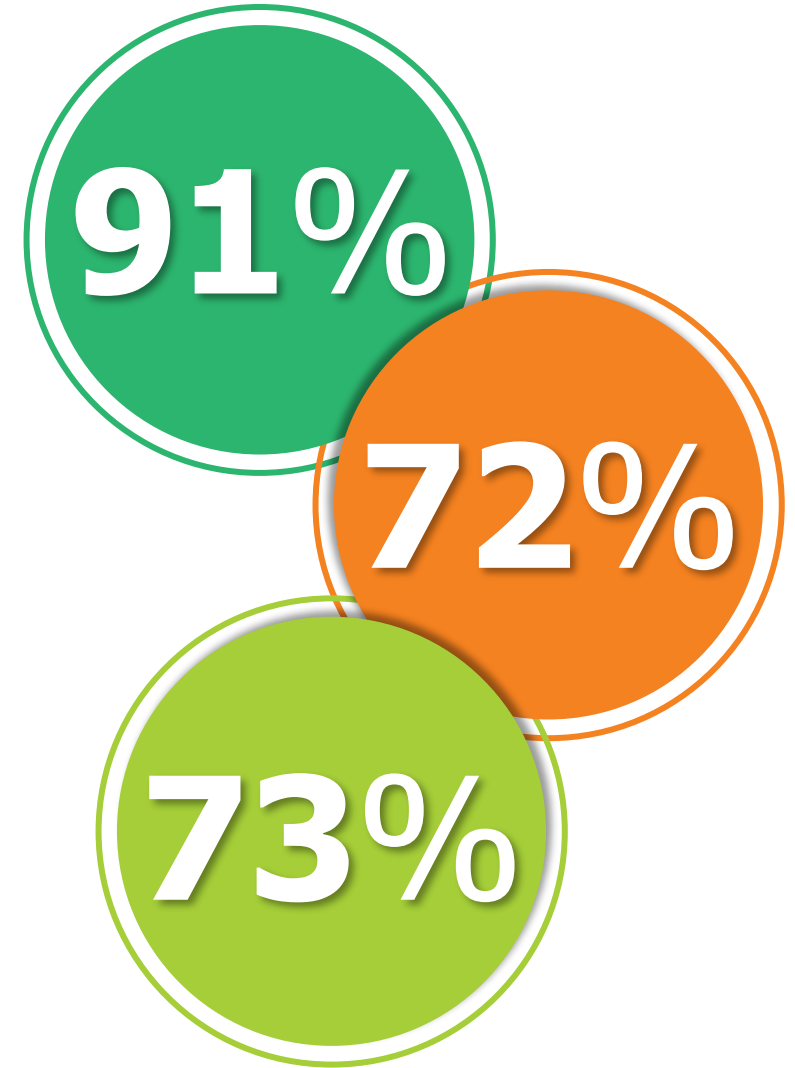
## Thrive

- ▶ More than 55,000 Thrive sessions taken since pilot began
- ▶ 80% acceptance rate
- ▶ Averaging 3 resets per participant per day (at 2 minutes per)



# Agent Experience

- ▶ **Engagement** –  
91% video completion rate amongst agents who accepted their Reset offer
- ▶ **Effectiveness** –  
72% of respondents said Thrive helped them to find a moment of calm during their workdays
- ▶ **Frequency** –  
73% of respondents said the frequency of resets was just right or they wanted more





# Q&A



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# THANK YOU.

