

Balanced Delivery in Wellbeing: A Holistic Approach

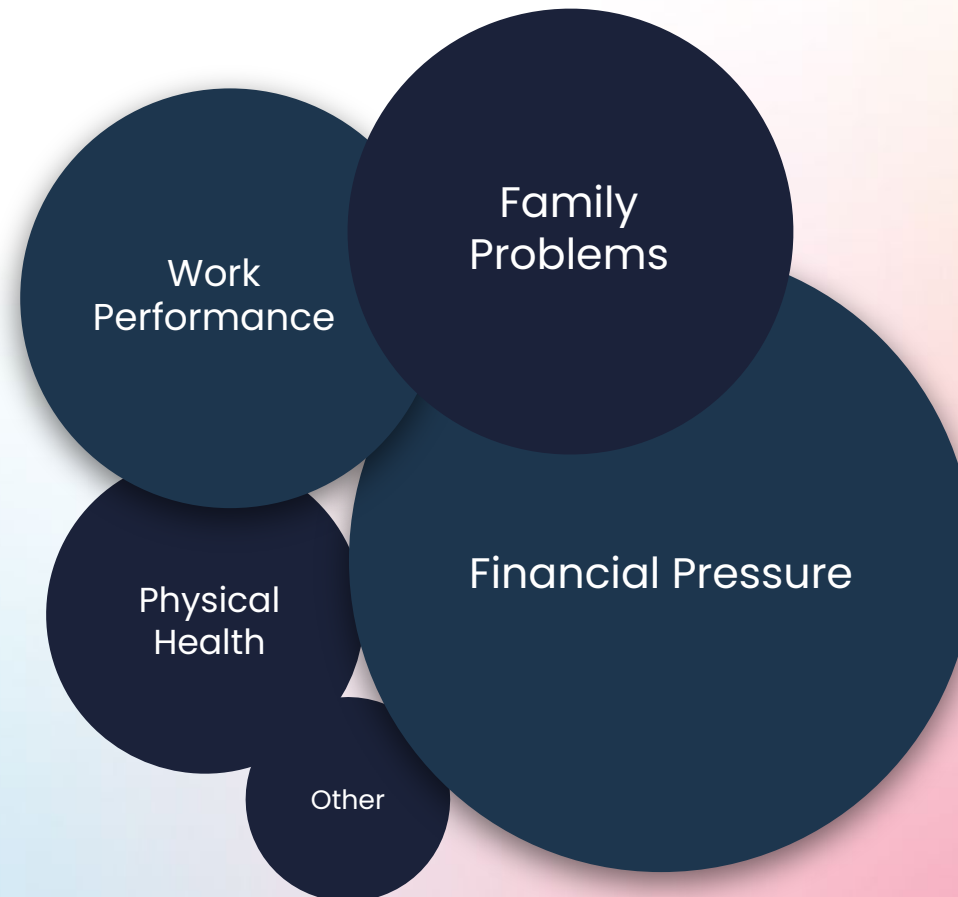


A photograph of three people in an office setting. On the left, a man with glasses and a light-colored jacket is looking towards the center. In the middle, a woman with long blonde hair is smiling broadly. On the right, a woman with dark hair is looking down at a laptop. The laptop has the HP logo on the lid. The background is a plain, light-colored wall.

**At Enshored, we believe better people
make better content moderators.**

A Holistic wellbeing program shapes better people.

Moderator surveys revealed their main challenges in achieving wellbeing.



Their voices reinforced the *holistic* path needed to instill *resilience*.

We created stand-out value through the holistic approach.

Design Principles

Tailored support system

Culture relevance

Flexible & Accessible

Self-directed Application





A variety of wellness professionals shaped our program design.

Focus areas

- Emotional labor
- Stress responses
- Prevention & Intervention



Professional insights

- 3rd party Mental Health Counselors
- Internal Wellness Coaches
- Enshored Ops Leaders



Psychological studies reinforced our wellbeing methodologies.

Mental Wellness
Seasons

Research

Exposure
Transparency

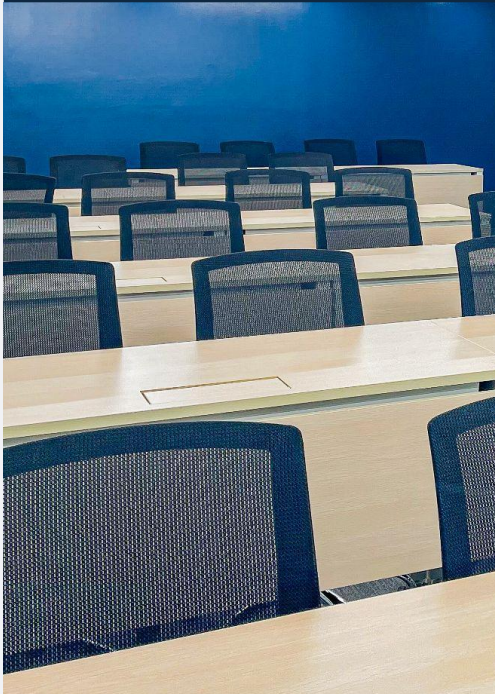
Experiential
Activities

Psychological Risks &
Resilience

Moderation & Social
Responsibility

4 key focus areas to support moderator wellbeing.

Education & Awareness



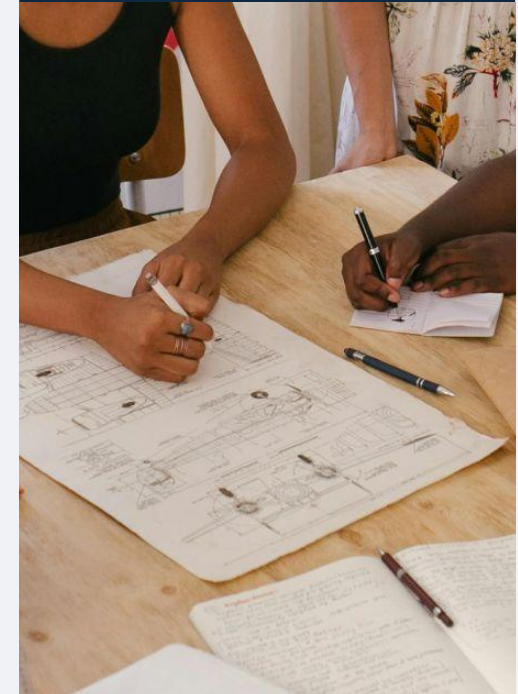
Emotional & Psychological Support



Physical Environment



Experiential Activities



Educating & raising self-awareness.



Unique Content

- Financial Health
- Nutrition
- Emotional Resilience



Innovative Topics

- Do It Scared
- Understanding Hedonic Adaptation
- A Search for Meaning



Group Trainings

- Soft skills
- Personal Development



Caring for emotional & psychological health.



Virtual 1:1 Sessions

- 24/7 Access



Coaching Sessions

- Learning & Development

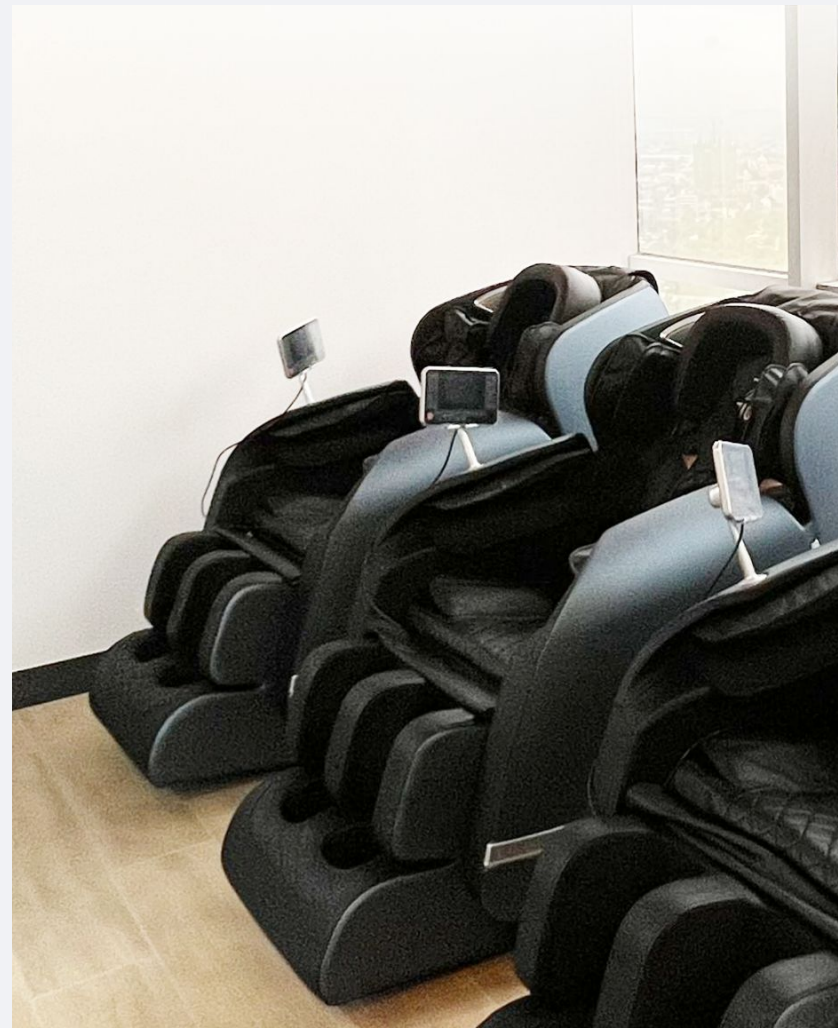


Support Groups

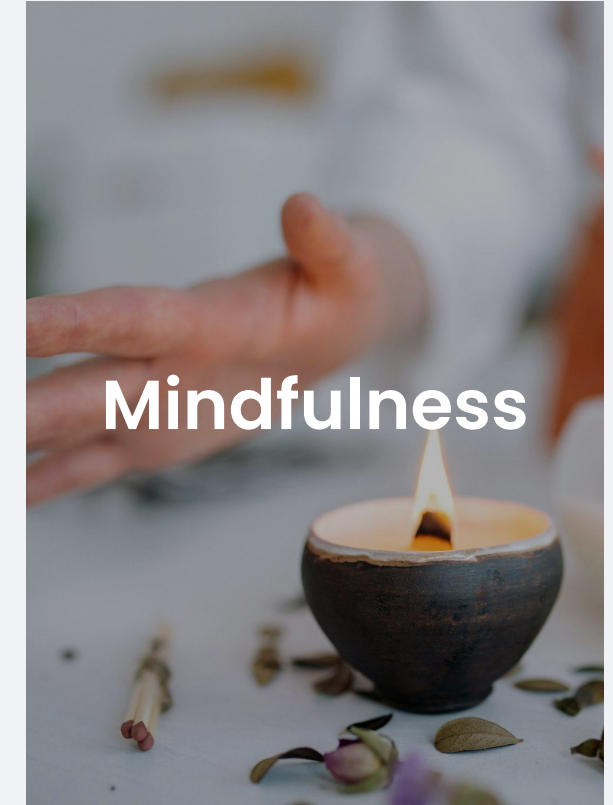
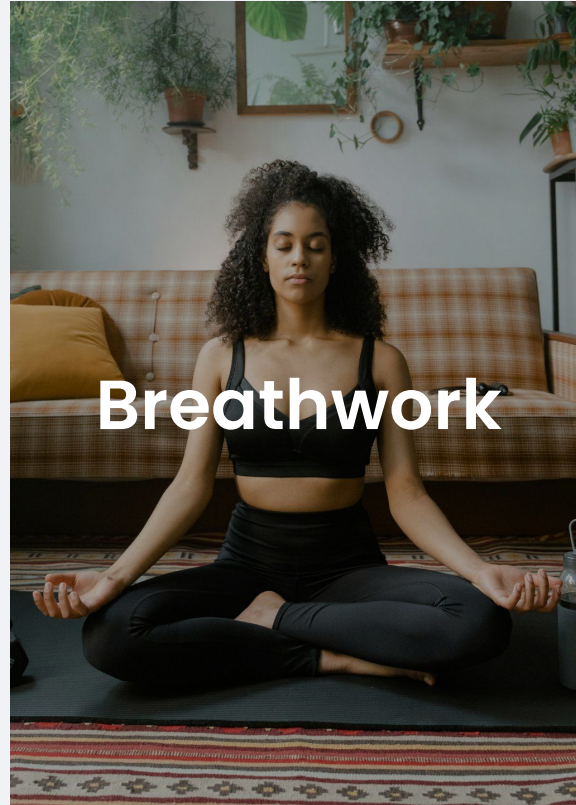
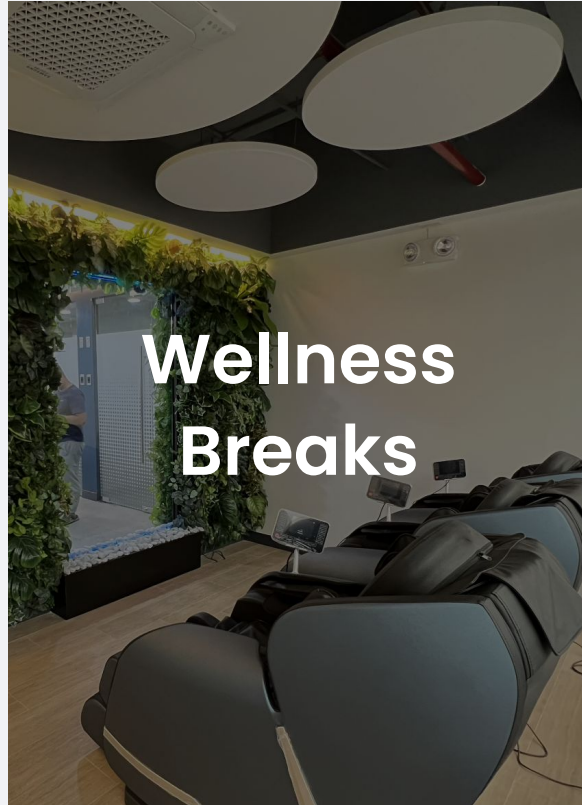
- Facilitation by Mental Health professionals



Investing in the physical space.



Supporting experiential activities.



It wasn't always this easy...

We experienced challenges

- **Cultural receptiveness** to wellbeing methodologies
- Transition from work from **home to in-office**
- **Volume** spikes or under-forecasts



We balanced business needs with wellbeing engagement.

And we found solutions

- Built leader-moderator **trust** to encourage receptiveness to wellbeing practices
- Tailored wellbeing activities to create **engaging in-office culture**
- Shifted wellness hours to **support staff coverage** requirements





Moderator and Partner feedback kept us on the *right path*.

Moderators Shared

- Helpful strategies
- Supportive space
- Practical tools
- Warm atmosphere
- Insightful topics

Partner Shared

- In tune with site and region needs
- High attendance/engagement
- Leans on psychological health and safety
- Aligns to Partner Trust and Safety standards



95%

Wellbeing program
engagement highlights the
impact of our design.



Year on year reduction
of workforce stress

dropped *12%*
in 3 years



**From Partner to Beyond: Inspiring
Company-wide Wellbeing.**

What's *Next*: 2025 Goals & Initiatives.

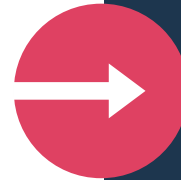
Purposeful Data & Intention

- **Utilization** rates
- **Workforce** metrics
- LOB & queue variance
- **Attrition**

+

Correlative Analysis

- Impact on **performance metrics**
- Risk-assessment **trends**
- Participation vs. Feedback



High Morale & Optimized Performance

- **High Engagement Rates**
- **Moderator Retention**
- **SLAs and Efficiency**