

CASE STUDY

## 30% Decrease in Attrition Due to Targeted Wellness Interventions for an Online Shopping Firm

### Overview

Our client, one of the leading online shopping giants, had not prioritized wellness support for their content moderators due to an inadequate understanding of the work-related impact on their mental and emotional well-being. To address this gap, the client partnered with Tech Mahindra to assess employee well-being levels and try/test wellness interventions to improve employees' well-being. We performed an impact assessment and implemented targeted remedial measures, leading to a 30% decrease in attrition and a 45% increase in accuracy and decision-making.

## Client Background and Challenges

Content moderators in the Trust and Safety industry are the first defense against harmful and disturbing content. Their work is essential in ensuring online safety, yet it often comes at the cost of mental and emotional strain. Unlike traditional corporate roles, content moderation involves repeated exposure to distressing material, leading to burnout, compassion fatigue, and emotional exhaustion. The client content moderators were struggling with the following challenges:



### Psychological Impact:

73% of moderators reported experiencing high stress levels due to the high volume of cases.



### Social and Interpersonal Effects:

68% struggled with emotional detachment and isolation.



### Workplace Productivity Risks:

60% reported difficulty concentrating due to cognitive overload and emotional fatigue.



### Employee Retention Issues:

High burnout contributed to a 35% attrition rate among moderators.



### Business and Operational Impact:

25% rise in operational costs due to burnout-related absenteeism and turnover.

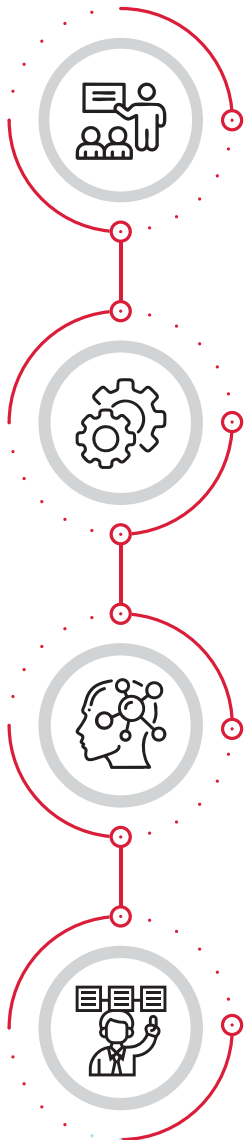
\* These figures are from the sample population, which may not be proportional for all employees.





## Our Approach and Solution

Our impact assessment covered a population of 300 content moderators, utilizing Ryff's Psychological Well-Being Scale. Using the scale, we measured changes in self-acceptance, autonomy, environmental mastery, personal growth, and purpose alignment. The assessment revealed key insights into the psychological and workplace impact of content moderation and the effectiveness of wellness interventions. We implemented targeted wellness interventions to address the above challenges, enhance psychological resilience, improve workplace performance, and foster a healthier work environment.



### Group Sessions for Cohesion

Facilitating peer support and team bonding to reduce emotional isolation.

### Progressive Resilience Enhancement

Equipping moderators with coping mechanisms to manage stress and emotional fatigue.

### Preventive Psychological Support

Early intervention strategies, including structured emotional regulation techniques and counseling access.

### Self-Help for Purpose Alignment

Helping moderators reconnect with personal and professional meaning.



## Our Approach and Solution

- 55% increase in peer support, reducing isolation and improving interpersonal relationships.
- 50% increase in emotional openness, fostering trust and warmth in relationships.
- 50% improvement in recognizing the impact of making online spaces safer, and increasing job satisfaction.
- 40% reduction in emotional exhaustion and frustration due to better access to mental health resources.
- A 50% boost in structured growth opportunities provides clearer career direction and motivation.
- 45% accuracy and decision-making improved due to reduced stress and emotional fatigue.
- A 30% decrease in burnout-related turnover leads to lower hiring and training costs.

Investing in workplace well-being is not just a moral responsibility—it's a business imperative. Our impact assessment highlights that a well-structured wellness program significantly improves mental health, engagement, and retention of content moderators. Supporting content moderators with the right tools and resources ultimately benefits business continuity and operational efficiency.



## About Tech Mahindra

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