

Case Study

A Leading Global Tech Company Boosts Productivity by 20% Through Employee Wellness and Engagement



Overview

Content moderation is a critical function for a leading global technology company, with moderators responsible for making decisions that require sound judgment, composure, and sustained focus. As workloads increased and operational requirements continued to change, the pressure on moderators grew. This resulted in cognitive fatigue affecting motivation and employees becoming less connected to their work.

Tech Mahindra's Project Re-Ignite focused on helping the company move its workforce beyond transactional work and toward a stronger sense of purpose, ownership, and professional growth. The approach began by understanding what motivated moderators and where they were losing that connection. Through motivational profiling, the team identified distinct motivation patterns and used these insights to design targeted interventions that addressed workforce needs. This improved moderator motivation and engagement while deepening their sense of connection to the work.



Client Background and Challenges

The global technology company was struggling with rising workloads and sustained pressure, putting operational continuity and business performance at risk. Over time, this contributed to cognitive fatigue, making it harder for employees to stay motivated.

To address these challenges, leaders needed to understand what was driving workforce behavior and identify when routine employee movement signaled a deeper risk of losing critical talent.



Solution and Approach

Through Project Re-Ignite, the company moved beyond conventional employee satisfaction metrics to develop detailed motivational profiles for more than 350 moderators at its Hyderabad office.

The wellness team relied on the Short Work Extrinsic and Intrinsic Motivation Scale (SWEIMS) framework to identify the underlying drivers of motivation and cultivate a highly engaged, connected moderator community within the trust and safety ecosystem. This was achieved in two phases.



Phase 1: Motivational Zone Identification

To differentiate between healthy turnover and the loss of critical talent, moderators were segmented into two distinct motivational zones:

- **Potential Zone (65%):** 30% of moderators were characterized by motivation, 30% were controlled by external regulation (for example, fear of reprimand or desire for a paycheck), and 5% were driven by the need to prove their worth in the organization.
- **Growth Zone (35%):** 20% of moderators demonstrated intrinsic motivation, 10% showed a strong sense of ownership

Employee Motivation Profile

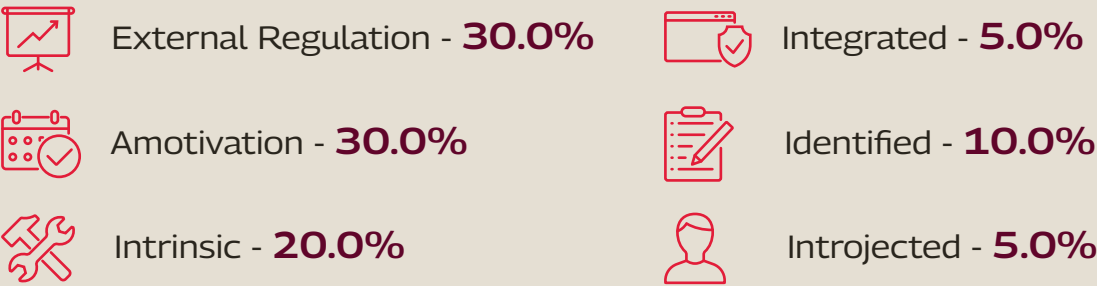


Figure 1: The Different Phases of Employee Motivation

Phase 2: Project Re-Ignite

In this phase, the wellness team implemented a series of wellness initiatives to proactively address profiles in the Potential Zone to improve engagement and focus on connectivity, including:

- **Regular Pulse Checks:** Floor-level check-ins to gauge team sentiment
- **Employee Engagement:** Structured engagement sessions to strengthen team cohesion
- **Structured Feedback Cascade:** A formal feedback process to keep leadership aligned with moderators' experiences and improvement opportunities
- **Fostering Transparency:** Open and transparent communication throughout the transformation journey
- **Enhancing Team Collaboration:** Team-building initiatives to cultivate a greater sense of belonging in the workplace





Business and Community Impact

Through proactive engagement strategies, team-building interventions, and continuous feedback loops, the wellness team achieved purpose-driven employee engagement.

Reduced attrition, lowering exit-related, replacement, and onboarding costs

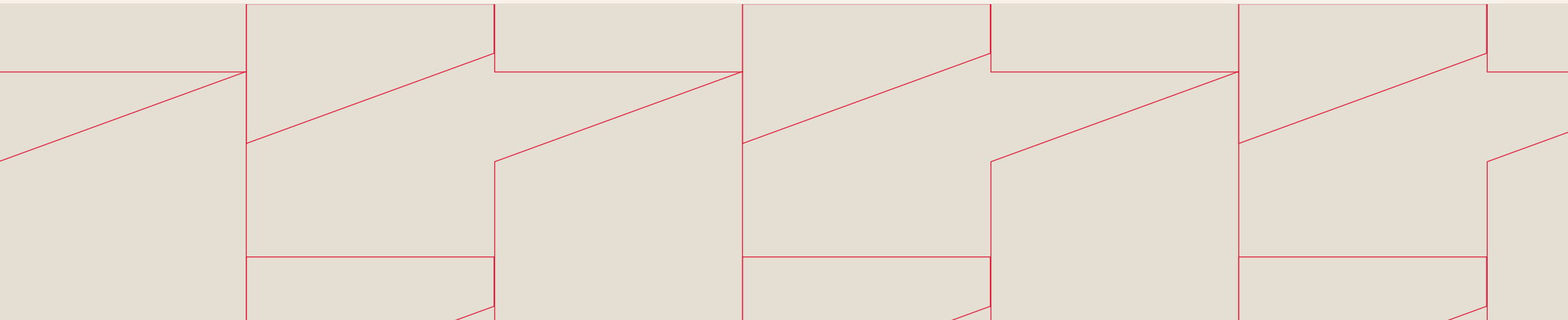
Increased productivity by 20% and reduced burnout risk by 59%

Avoided the 3- to 6-month productivity gap due to moderator replacement

Preserved critical expertise and operational knowledge

Minimized training demands and increased focus on high-value activities

By addressing the underlying drivers of motivation through targeted wellness strategies, Project Re-Ignite helped improve engagement and build a more connected, committed moderator community.



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