



Discover the secret of minimising January sickness and maximising staff performance in your call centre

We all know that January is the most depressing month of the year, but recent research has proven that the third Monday of January (which this year falls on the 17th) is also the most popular sick day of the year, causing staffing headaches in call centres up and down the UK.

Finding effective and innovative rewards is difficult any time of year but once the tinsel is packed away and the Christmas festivities are a distant memory the January dip kicks in and it can prove to be especially challenging, especially with the whole country in the grip of the winter blues!

We've taken a look at one exciting strategy some businesses have been using in the last few months to measurably boost morale, increase employee performance and also slash absenteeism.

It's called "Call Centre Massage", it's been developed by Therapy Solutions (www.therapysolutions.co.uk) and has been likened to a power massage. What's more, it's proven to keep stress levels down and leave staff feeling re-energised and happy.

If you're thinking quiet rooms with dolphin music, think again!! The treatments are simple and fit in perfectly with the busy call centre environment. Each employee is given a short 15 minute treatment at their desk, over their clothing and without any oils to re energise them. The therapist can pick up on any problem areas, tightness or knots, identify the muscle action that maybe causing them and so reduce any impact from the workstation.

The release of the latest Harry Potter film is always the busiest and most stressful time of the year for staff at the Odeon contact centre in Stoke on Trent. This year on the launch weekend of The Deathly Hallows Part 1 manager Sue Dye decided to wave her own magic wand to cast a spell to keep the calls flying and discovered that massage is just the trick!

"On the launch weekend of a Harry Potter film we are inundated with call and the centre gets very busy, this time with the help of Therapy Solutions it all went off without a hitch. The massage treatments reduced everyone's stress and



Making staff feel valued will beat the winter blues, promote wellbeing and enhance performance



Call centre massages at desk approach reduces stress, boosts morale and is the ultimate attitude adjuster

Employees are surveyed as part of the service, they are monitored on a number of key reward and wellbeing indicators and a comprehensive report is provided giving measurable results on levels of:

- Stress
- Morale
- Energy
- Headaches
- Concentration
- Muscular Skeletal Problems (back pain, RSI etc)

boosted morale levels. It certainly didn't feel like a Harry Potter weekend!"

They also supply stress test cards which employees use to monitor their individual stress levels throughout the year.

Therapy Solutions have been providing their exclusive call centre massage service for over 10 years and Donna Phillips Head of Rewards and Incentives told us "people are a company's most valuable asset their motivation wellbeing and performance are vital to its success and are at the core of our philosophy. We pride ourselves on the quality of our service and this is reflected in our client's achievements"

At the award winning British Gas contact centre in Cardiff they know a thing or two about

taking care of their staff Stuart Kendall Recruitment Team Manager told us

"At British Gas, the health and wellbeing of our people is a priority. The British Gas team in Cardiff is leading the way, and has won the award for European Call Centre of the Year two years running. In addition, we have recently received our highest ever recorded employee satisfaction scores. Our people receive regular visits from Therapy Solutions, providing massages and support which has received very positive feedback. It helps our people feel relaxed and valued, knowing the company cares about their health and wellbeing, and is a great way of rewarding staff."

Perceived as a luxury and indulgent treat by the employees, for the company this is an extremely cost effective reward with an excellent return on investment.

All their treatment days are underwritten by their guarantee... "If we don't reduce stress, boost energy levels and increase morale...don't pay us!"

To help start off your happier and healthier New Year Therapy Solutions have 25 'Beat the January Blues' days to give away at half price. The day includes up to 24 treatments a FREE wellbeing survey and FREE stress test cards all for only £145

- For more information or to receive sample surveys contact rewards@therapysolutions.co.uk or call +44 (0) 7977 541 733

The 7 secrets of why massage incentives work

- 1 Measurable Results** The wellbeing survey report details all of the results achieved.
- 2 Return on Investment** The service benefits outweigh the initial investment made.
- 3 Reduced Sickness Absence** Improved wellbeing, lower stress, muscular skeletal problems and headaches.
- 4 Increased performance** Higher energy and concentration levels means staff work more effectively.
- 5 Boosts morale** Staff feel valued knowing the company cares about their health and happiness.
- 6 Reduced attrition** It's also a great recruitment incentive.
- 7 Increased sales** Drive sales with 'best team this week get the massage!'