

How Mazars Leapfrogged the competition in mental wellbeing

Mazars, renowned globally for its expertise in audit, accountancy, advisory, and tax services, embraced an exciting opportunity to further enhance its vibrant 'Mazarian' culture. The organisation boasts a diverse workforce with a wide array of needs. The COVID-19 pandemic and the shift to a new hybrid way of working added complexity to the objective of fostering and nurturing the culture at Mazars, ensuring a sense of community and connection to a shared purpose in the organisation.

Challenges Faced

- **Lack of visibility** – No definitive metrics on the true wellness of the business, proving even more difficult to assess due to hybrid work brought on by Covid.
- **One-size doesn't fit all** – One-size-fits-all solutions don't meet the needs of a diverse workforce.
- **Root cause of burnout** – Burnout surfaced in the business as a critical concern, driving Mazars to take a proactive stance in identifying and mitigating its root cause/causes rather than treating symptomatically.

Octobers Approach

Data Driven Decision Making

October Health provides Mazars with comprehensive insights on the true nature of wellness in the organisation. Data-driven decision making is crucial for organisations like Mazars. Without sufficient data and analysis, it's difficult to understand the real issues affecting employee wellness and to implement effective solutions.

October Health, through various onboarding initiatives, supported Mazars in driving the adoption of the App to over 55% - enabling meaningful data for the purpose of decision making.



Mazars

Internationally integrated partnership, specialising in audit, tax & advisory. Present in 95+ countries and territories.

Top 4 Stats:

>50%

Average App Adoption

94%

Satisfaction Rating

50%

Reduction in Burnout

38%

Increase in Wellbeing Scores

Caters for a diverse workforce

The October Health solution offers features and content that addresses the unique wellbeing needs and challenges encountered by a diverse workforce. October offers users the freedom and flexibility to explore, learn and engage at their own pace. The more users interact, the more personalised, proactive and predictive their experience becomes, enabling a unique and meaningful experience for each person at Mazars.

Enables the identification of root causes for burnout and flight risk

Through our AI powered data analytics, we were able to identify a high flight and burnout risk for employees between the ages of 25-34. For young graduates, transitioning into the world of work presents a distinct set of challenges and opportunities in itself. Add to this, remote onboarding as a result of Covid-19 and the absence of in-person interactions with colleagues and supervisors, and the situation becomes a precursor for churn.

October Insights demonstrated that some of the root causes for work stress amongst this group, were around communication – miscommunication or misunderstandings that can stem from virtual collaboration, a general lack of clear, consistent, direct communication and the inability to develop effective communication skills as a result of working remotely. As well as, goal setting and generally feeling a lack of clear direction on work objectives.

To address this challenge, Mazars implemented a hybrid approach to work and have ensured that onboarding and other key learning takes place in person to prevent employees from feeling isolated and enabling the development of their communication and other soft skills critical for a high-pressure environment. October also highlighted key features and content in the App relating to the topics of Anxiety and Work Stress. Burnout has been reduced by 50% from its first measurement at Mazars.

Offering leaders the platform to walk the talk

It has always been part of the Mazars vision to destigmatize mental health and create an inclusive and safe work environment. With October Health, over a 23 month period, 19 senior leaders lead conversations in the App, directly addressing key stressors for employees that were identified from October Insights.

These highly authentic, engaging and interactive discussions have led the charge in driving psychological safety and trust in the organization.

Conclusion

October Health's user-friendly, personalised wellness App, coupled with its data-driven insights, has empowered Mazars to offer proactive and diverse wellbeing support to all employees. By leveraging October Health, Mazars can not only address immediate challenges but also identify and mitigate root causes, fostering a healthier and more resilient workforce. This integrated approach underscores Mazars' commitment to employee wellbeing and organisational success.

Return On Investment**R13 million**

Attributed saving, directly linked to a reduction in churn. Losing an employee can cost Mazars up to 7 months salary. October effectively reduced the resignations of 36 employees over the period.

R36 million

additional saving, linked to an estimated productivity improvement in staff which is calculated given a 33% improvement in average staff productivity and well-being metrics over the period.