

CASE STUDY



CREATING COMMUNITIES IN THE WORKPLACE

Deutsche Bank AG, India



THE COMPANY

Deutsche Bank Group India has operated in India for more than 30 years, providing fully integrated financial services to corporate, institutional and individual clients. Services include on-shore investment banking, institutional equities broking, asset and private wealth management, retail banking and business processes outsourcing. Branches and Global Service Delivery Centres span the country and house 9500 employees.

THE CHALLENGE

Deutsche Bank Group India operates through 3 separate divisions - Deutsche Bank AG, DB Centre and DBOI. Creating sustained communities that promote interaction and cooperation across Business Units had been identified as a key objective.

WHY STEPATHLON?

Stepathlon provided Deutsche Bank Group India with the dual solution of creating a unifying force, promoting interaction across business units, whilst at the same time enhancing employee wellness. The idea was for employees to come together and stay together through the common goal of becoming and keeping fit.

“Apart from my colleagues at Deutsche Bank who are all fired up and getting competitive about their daily average, I have also met people from other organisations who are participants and who are extremely enthusiastic about the program.”

Shrinath Bolloju, Group Chief Operating Officer, Deutsche Bank

THE OUTCOME

Deutsche Bank Group India enlisted 1085 stepathletes across 3 business units and 12 locations. This was a 60% increase on the previous year, a direct result of positive feedback from the initial event. The creation of communities provided for an environment that promoted teamwork, interaction and cooperation. The underlying theme of Wellness allowed employees to lay a solid foundation for sustained and heightened workplace engagement and connectivity.



“The Stepathlon Team are doing a great job and look forward to further intensifying our partnership.”

Ravneet Gill, Chief Executive Officer, Deutsche Bank AG, India

“Great to see that the program is a success. Your vision has become a reality that helped thousands in realizing the benefits of health and well being.”

Makarand Khatavkar, Managing Director and Head-HR, Deutsche Bank AG

FACTS AND FIGURES



- **31.62%** of Deutsche Bank Group India Stepathletes **experienced lower levels of stress**
- **42.96%** of Deutsche Bank Group India Stepathletes reported **increased energy levels**
- **33.33%** of Deutsche Bank Group India Stepathletes experienced **increased engagement at their workplace**
- **31.96%** of Deutsche Bank Group India Stepathletes were **more productive at work**
- **31.62%** of Deutsche Bank Group India Stepathletes **improved their teamwork within their work group/company** in the 100 Days of Stepathlon
- **24.4%** of Deutsche Bank Group India Stepathletes **took less sick days** (during Stepathlon than in the previous 3 months)

**Source – IMRB One – Stepathlon 2013 Pre and Post Event Survey*