

CASE STUDY



POSITIVE BEHAVIOURAL CHANGE

Firstsource Solutions Ltd



THE COMPANY

Firstsource is a provider of business process services that include Customer Management, Collections, Data Processing and Transaction Processing. Delivery centres span the globe and house over 30,000 employees, creating revenues in excess of USD 100 million.

THE CHALLENGE

IT Enabled Service companies are known to be people intensive, with high stress and burnout rates. Firstsource sought to demonstrate to its employees the personal and professional benefits of increased activity.

“Stepathlon has essentially been a very practical solution of creating and building awareness in a company and industry like ours, which is essentially high stressed, is people intensive and burn out rates are very high...”

Rajesh Subramaniam, MD and CEO – Firstsource Solution Ltd

WHY STEPATHLON?

Stepathlon provided a platform whereby employees could adopt simple yet effective changes to their daily schedule, and reap the dual benefits of stress reduction together with improved health and fitness.

“Stepathlon should become viral, companies which are very people intensive should embrace Stepathlon with open arms”

Rajesh Subramaniam, MD and CEO Firstsource Solutions Ltd

THE OUTCOME

Positive behavioural changes were observed, with team walks, taking the stairs, and commuting on foot to public transport becoming the norm as opposed to the exception. Casual wellness discussions within the workplace became common, employees reported a tendency to eat healthier, and Senior Management scheduled walking meetings across campuses globally. Teams were more cohesive and productive as a result.



“Embracing Stepathlon, I find a revolutionary change in my life!! It has created the life I really wanted. Suddenly I find more time for myself and doing the things I love. Daily walks have become an integral part of my life. I am gradually learning how to understand my body and listen to it. THANKS STEPATHLON –YOU CHANGED MY LIFE!! IT’S NO MORE “I CANT” BUT “I WILL” AND NO MORE “TOMORROW” BUT “FROM TODAY” MY HEALTH WILL BE WEALTH - DAY BY DAY!!

Lenin Rohith – Stepathlete, Firstsource Solutions

FACTS AND FIGURES

- **89%** of Stepathletes reported taking more than 10,000 steps a day
- **74%** of Stepathletes are exercising more often
- **49%** of Stepathletes spent less time sitting per day
(Sitting time reduced by an average of 3 hours and 34 minutes per day)
- **10%** of Stepathletes who smoked prior to Stepahlon quit smoking



