

## CHALLENGE:

# TACKLE EMPLOYEE TURNOVER FOR A SUSTAINABLE GLOBAL WORKFORCE

SGS is the world's leading inspection, verification, testing and certification company, recognised as the global benchmark for quality and integrity. With more than 90,000 employees, SGS operates a network of over 2,000 offices and laboratories around the world.

Data from their Green Book – a sustainability profit and loss account launched in 2012 – showed that, in 2016, SGS's employee turnover was 12.1%.

The figure was stable, thanks to their internal sustainability strategy and previous success with the Virgin Pulse Global Challenge. However, the need to compete globally for talent drove SGS towards market-defining retention figures.

*"As we plan for 2020, our sustainability ambitions are to ensure natural employee turnover remains below 10%," said Daniel Rüfenacht, Vice President of Corporate Sustainability at SGS. "We looked for a wellbeing program that could be rolled out across a global workforce, was capable of tackling the common causes of turnover, and could thereby help accomplish our specific measures of success."*

## ✓ ACTION:

# A TRULY GLOBAL ROLL OUT

In May 2016, SGS decided to again partner with the Virgin Pulse Global Challenge. With our round-the-clock support across time zones and geographies, two members of the SGS Corporate Sustainability team were able to roll out the program to 13 countries.

For 100 days, 1,092 employees formed teams and took part in a virtual journey of physical activity, healthy eating, stress resilience, sleep quality and better habits. All with the aim of improving factors that contribute to employee turnover; such as stress and disengagement.

A bespoke suite of Global Challenge and SGS branded communication materials – covering a variety of online and offline channels – drove uptake and showcased the synergies between the Virgin Pulse Global Challenge program and SGS's own sustainability pillars: professional excellence, people, environment and community.

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## RESULTS:

# BENEFITS TO EMPLOYEES, BENEFITS TO BUSINESS

After just 100 days, SGS saw gains in the health, productivity and morale of their global workforce. And although internal results from The Green Book are yet to be published, Virgin Pulse's in-depth reporting measured improvements to the underlying factors that contribute to employee turnover. After participating in the program:

54%

of employees reported an increase in either their productivity or concentration

73%

of employees reported a decrease in their stress levels at home or at work

67%

of employees got the recommended amount of sleep

72%

of employees improved their energy levels

81%

of employees rated their overall health as good to excellent

68%

of employees were aware of their organisation's commitment to health and wellbeing

95%

of employees would participate again

1. SGS Final Report. 2016. Based on: 999 employees who answered the starting survey, 532 employees who answered the end survey, 517 employees who answered both the start and end surveys.

## IN THEIR OWN WORDS:

# REFLECTING ON THEIR VIRGIN PULSE EXPERIENCE, SGS SAID:

*“We felt the Virgin Pulse Global Challenge could directly contribute to the 2020 sustainability ambitions we had for our global organisation. Whilst we had distinct objectives to achieve, it was also crucial that we invested in a solution that was fun for employees to take part in, and would have long-lasting results.*

*“By rolling the program out in 13 countries worldwide, we encouraged our employees to adopt healthier lifestyles, which translate into more positive outlooks at work. By protecting our most valuable asset - our people - we continue our drive towards excellence.”*

Daniel Rüfenacht, Vice President of Corporate Sustainability, SGS.

The SGS experience proves that partnering with experts like Virgin Pulse can help achieve internal business objectives. If you want to translate your ambitions into measurable results, [discover our solutions.](#)