



Orange Business Services Selects ComPsych Global EAP as Part of 'Employer of Choice' Strategy

As a global IT and communications services provider with employees and operations spanning the globe, Orange Business Services has evolved its operations to focus on building a more consultative service model which helps companies to improve their performance. As part of this business transformation, Orange established a firm commitment to provide a caring and supportive workplace experience and to become an employer of choice.

The following case study details how Orange Business Services selected ComPsych as the provider of its Employee Assistance Program in international markets to help achieve these goals.

The Need for a Single-vendor Solution

Orange Business Services employs 9,000 people within its international business, which spans 80 countries. Historically, a mixture of employee assistance providers and programs had been appointed across international regions with varying degrees of success. In some countries, the EAP was established with high adoption rates by local employees, while others experienced low take-up and some employees had no access to a local EAP program. In line with the commitment made in the Orange People Charter to offer a positive quality of life at work, Orange identified a need for a more consistent, supportive program to employees across its international business, while boosting utilization and engaging local HR and benefits leaders.

"Originally, the EAP services were being provided to Orange employees by multiple vendors and service providers all over the world," said Dalip Malik, head of Global Benefits at Orange Business Services. "As part of the Orange People Charter, we wanted to find one company to provide these services consistently to our population.

"The Orange People Charter was created to ensure the welfare of our employees and to move us toward our goal to be an employer of choice. We wanted to provide a full range of support services and guidance for our people, to ensure they have 24/7 access to the help they need," said Malik.

The ComPsych Difference

Orange Business Services chose ComPsych as its EAP provider as part of a larger strategy to become an employer of choice, with a commitment to creating a caring and supportive workplace experience. To that end, key components of Orange's People Charter included:

- Providing a positive quality of life at work
- Providing a work environment for outstanding customer satisfaction

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Choosing a Global EAP Partner

In preparing the selection process for a new EAP vendor, Orange Business Services established strict criteria for eligibility. The vendor would be required to have:

- Global presence and capabilities to offer the program from a single company which would lead implementation
- A collaborative approach on branding so that the program would conform to Orange brand guidelines and have an “internal” look and feel
- Consistent delivery of global EAP services at a low cost but with high visibility
- Alignment with the Orange People Charter as a socially responsible employer
- A vast provider network to meet the needs of the employees of Orange Business Services and their family members, wherever they work and live
- The ability to address crisis situations and quickly provide response and resolution
- An understanding of cultural differences by region as well as the nuances of local languages

“ComPsych demonstrated that it has good regional focus in countries where Orange is based,” said Malik. “ComPsych blends with our organization in terms of regional support, particularly with regard to staff in India and other key areas with a large concentration of Orange employees. Together, these strengths influenced our decision-making process to appoint ComPsych as the right EAP vendor to meet our requirements.

“When it came to providers, we also wanted to ensure we made a good cultural fit. We feel that ComPsych shares our commitment towards personal well-being. Orange cares for our employees and ComPsych cares for our employees, and we see this every day in the way they deliver their services.”

The Program

- Six EAP sessions
- Legal and financial guidance
- Supervisory consultations
- Critical Incident Stress Management
- GuidanceResources Online
- GuidanceResources Now global app

Implementation... on Six Continents

Having been selected as Orange’s global EAP provider, ComPsych planned for implementation of the GuidanceResources program to an employee population spread over six continents. The ComPsych implementation strategy included:

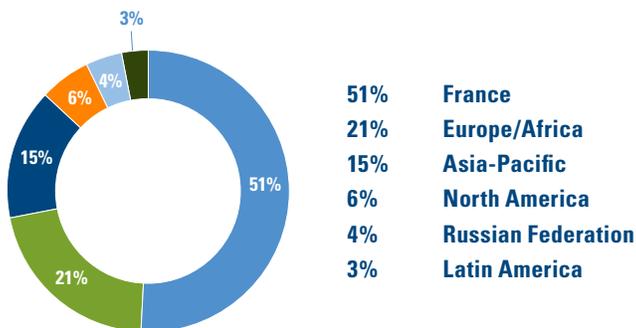
- Holding discussions with regional HR leaders to evaluate each country and dividing the implementation process into three phases based on readiness
- Leading all implementation planning and executing in a way that took heavy lifting away from Orange HR teams
- Creating a welcoming identity for the global EAP using Orange brand guidelines, with communications available in multiple languages
- Customizing promotional themes for specific countries including India, Australia, the Netherlands, Switzerland, and the Middle East, based on Orange HR input
- Delivering orientation sessions through local counselors paired with ComPsych regional account managers to build comfort with the program for Orange employees and managers
- Boosting visibility and program access with ComPsych’s smartphone app, GuidanceResources[®] Now – the first mobile tool available across Orange’s entire global benefits offering

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Case Study

Implementation by the numbers	
Employees	9,054
Continents	6
Countries	80
Languages	13
Time zones	8
Individuals involved in implementation	67
Implementation calls	146

Where Orange Employees Are



“The implementation was a surprisingly smooth process with no major roadblocks,” said Malik. “ComPsych worked with us to plan, and executed step by step, showing up consistently and making it happen.

“ComPsych asked, ‘What do you want? How do you want it? We can manage it.’ And that has been proven throughout implementation and branding of the program,” Malik added. “ComPsych did a great job in the roll out, all the way down to managing translations and understanding local nuances.”

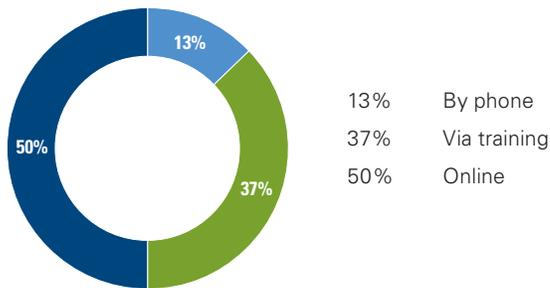
Results

After having the program in place for one year, Orange Business Services reports that:

- Emerging markets were excited about the new program and adopted it early
- Established markets continued to show healthy utilization rates of services
- Communication campaigns had a direct and positive impact on utilization
- By analyzing data, recommendations could be made on new ways to promote the program, based on utilization patterns
- Overall utilization of the program was 16 percent

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How Orange Employees Accessed the Program



“We think of ComPsych as a partner rather than a service provider,” said Malik. “There is a readiness of support and a desire to make it work for our employees. We greatly appreciate all the support we get and have certainly enjoyed working with the ComPsych team.”

About ComPsych

ComPsych® Corporation is the world’s largest provider of employee assistance programs (EAP) and is the pioneer and worldwide leader of fully integrated EAP, behavioral health, wellness, work-life, HR, FMLA and absence management services under its GuidanceResources® brand. ComPsych provides services to more than 33,000 organizations covering more than 89 million individuals throughout the U.S. and over 140 countries. By creating “Build-to-Suit” programs, ComPsych helps employers attract and retain employees, increase employee productivity and improve overall health and well-being.

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