

Hats off: Advisor's Day 2020 • Webhelp's multilingual hubs • Webhelp's Got Talent
Impact Sourcing • Is work from home here to stay? Enda – an African success story
Meditation at work • City Tip: Athens • WebHEALTH Kilometre Challenge • And Much More





## Editorial



Olivier Duha Co-Founder Webhelp

Season's Greetings! A tough year it has been but despite all the happenings, we couldn't miss out on providing our 13th edition of The HUB! As always, we have lined up interesting reads for you. With unity, agility, and flexibility as our signatures, Vincent Bernard, Group Managing Director takes a look at how we have responded to the COVID-19 pandemic.

Hats off to all our advisors for the incredible work they do every day, for our clients and their customers. This year's theme was ideal to harness our peoples' creativity, resilience, commitment, and to get the core message across, 'Thank You'!

Launching a new brand from scratch has never been easy. It is even more challenging if the market is already dominated with other successful brands! Read all about Enda, a successful Kenyan sportswear brand that was launched in 2015.

We have also included other inspiring articles such as; how we mastered and even surpassed the Kilometre challenge, WebHEALTH weekly Cookbook program, WFH our new normal, a success story, our multilingual hubs, and the importance of equal opportunities for all, through our Impact Sourcing program.

Ever been to the beautiful and welcoming city of Athens? Once normalcy resumes, visit this gorgeous city that has so much history and lovely places to see!

Have fun reading our latest edition of The HUB!





Feedback to: thehub@webhelp.com

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2020

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WEBHELP'S GOT

**IMPACT SOURCING** 

**TALENT 2020** 

far and wide

A case study of Enda

WEBHEALTH **KILOMETRE** CHALLENGE

READY, STEADY,

GO!

**MEET OUR PEOPLE: NORA BOROS** 

**WEBHEALTH'S** COOKBOOK

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## **SHORT NEWS**

# Work from home - A blessing in disguise

- Who would've thought that working from home (WFH) is not just great for you but also for the environment? By 7th of April, the global emissions from transport had declined by 36% owing to "stay at home" policies.
- In a recently conducted study, 82% of WFH employees said that their stress levels have decreased and they are able to fully concentrate on their work without disruptions.
- Productivity is seen to increase through telecommuting. Timely meeting deadlines and getting more work done is attributed to the no commute.
- Owing to the ongoing pandemic, people feel safer with working from the comfort of their home and consequently, they are able to fully focus on their responsibilities.

# This year's toilet paper frenzy

As the 2nd wave of COVID-19 unfolds, the stockpiling of the toilet paper continues. Here is the estimated increase in toilet paper revenues as of March 2020\* in 16 selected countries.

(\*Source: Statista Consumer Market Outlook)

- Italy: 140%
- U.S.: 60%
- Australia: 98%
- India: 51%
- Spain: 82%
- Germany: 35%
- UK: 80%
- Japan: 14%

## Did you know ...

 The average office chair with wheels travels about 12 km per year.

**Top 10** 

companies

despite the

pandemic

that have

thrived

- Taking notes during meetings is highly recommended as the brain retains less than 5% of what is said.
- A typist's fingers approximately travel 20.3 KM during an average workday.
- Drinking a sufficient amount of water/beverage can increase your daily productivity by 14%.
- Employees spend more than 25% of their day reading and answering emails.

- Amazon (+ \$401.1 bn) // The accelerated shift to online shopping because of the pandemic drove Amazon's stock to all-time highs.
- 2. Microsoft (+ \$269.9 bn) // The Teams app has become the go-to tool for employees to meet and to stay in touch.
- **3.** Apple (+ \$219.1 bn) // Apple executives predicted sales of some items would skyrocket, as millions of consumers working from home opted to upgrade their electronics.
- 4. Tesla (+ \$108.4 bn) // Tesla is promising to upend the entire model of car ownership with fleets of self-driving robotaxis that would charge by the mile /kilometre travelled.
- 5. Tencent (+ \$93 bn) // In its hit games such as "Honor of Kings" users shelled out for new weapons and outfits which tremendously increased the sales on the onset of the lockdowns.
- **6. Facebook (+ \$85.7 bn) //** The company has launched new video chat and livestream features, as well as an e-commerce platform to challenge Amazon, known as Facebook Shops.
- 7. Nvidia (+ \$83.3 bn) // Nvidia's business has been helped by the growing importance of e-commerce in selling new graphics cards, along with a shift towards online gaming.
- 8. Alphabet (+ 68.1 bn) // The Google cloud computing platform, Meet video app and Play app store have benefited from the shift of work and entertainment online.
- 9. PayPal (+ 65.4 bn) // The pioneer of online payments has found increased relevance in the real-world pandemic, rolling out new capabilities for merchants to handle contactless payments in physical stores.
- **10. T-Mobile (+ 59.7 bn)** // The US wireless company benefited as people have become more dependent on their phones for connection, and the closing of its long-awaited merger with rival Sprint.

## UNITY, AGILITY AND FLEXIBILITY Our corporate response to the COVID-19 pandemic On 11 March, Tedros Adhanom, the Director-General of World Health Organization (WHO) officially declared the novel coronavirus a global pandemic. Two weeks later, the EU/EEA and more than 150 other countries had been affected. Panic. chaos and confusion was the order of the day in many organizations owing to the unprecedented situation. At Webhelp, it was time to regroup, re-strategize, and then react as swiftly as possible to safeguard the wellbeing of Webhelpers, and to guarantee business continuity for our clients.



#### Here is what Vincent Bernard, Group Managing Director had to say.

### What are your thoughts on how we have responded to the crisis?

Considering the fact that COVID-19 is an unprecedented situation. I have to admit that I'm really proud of what has been achieved! We have supported all sectors, created face masks for our Webhelp locations and hospitals, supported Parisian hospitals in setting up a telemonitoring platform for remote surveillance, provided grocery deliveries for the most vulnerable in the UK, and many other initiatives that our people have undertaken. We have stayed united and have proven that we are stronger together during this difficult time even as we enter a second wave and confinement period. We continue to demonstrate that we are a true global family.

Following the results of an internal survey "COVID 19 – Your feedback counts" that was conducted in our Group. In Morocco it revealed, it revealed that 94% of Webhelp employees felt supported by the company during this complex phase, and 98% recommended Webhelp as an employer. 90% (almost 9,000 people) of employees from Webhelp Morocco took part in this survey. A poll that reflects our strong corporate culture which has been built on the fundamental elements of people and trust.

### How has COVID-19 affected the way our organization operates?

The pandemic has been a disruptive force that has altered the way we live, work and interact with each other. Social distancing in an office setting and remote working in a virtual office has become the new normal. In many organizations, the new way of working has not only affected the team dynamics, but the cross-functional and overall organization effectiveness have all been challenged.

Thanks to our strong culture, I am glad to say that the pandemic has not divided us, but rather made our connections even stronger! Indeed it has been a turbulent time, but with everyone giving their utmost best in spite of the tough situation, we have continued to thrive even in the middle of the pandemic.

### What steps did Webhelp take to ensure business continuity was guaranteed despite the outbreak?

As soon as the pandemic hit, we swiftly started relocating our employees to work from home. By the beginning of May, we had managed to relocate 40,000 of our employees to work remotely. We ensured that they all received their usual equipment to enable them to work efficiently from home just as they would in the office.

During such a crisis, it is profoundly important for organizations to be agile, flexible and decisive. As our workforce was transitioning to home office, it was important to acknowledge the change and consequent temporary disruption in performance. As a result, we needed to keep tabs with the decision-making process and crossfunctional teamwork to ensure that important decisions are promptly executed, and the teams' unity and collaboration is promoted through frequent virtual meetings. As we undergo the second wave, in order to ensure the smooth running of teleworking on a long-term basis, we are implementing an optimized monitoring system:



real-time management, remote coaching, continuous training, team leadership, etc. Our technical teams are also constantly mobilized to ensure an optimum level of stability for our infrastructures in this new production configuration. We have also strengthened our technical and control system to ensure the total security of all data processed. Our triple objective remains the same: security, quality and efficiency.

#### In your opinion, how best can the employees be supported during this outbreak?

Through continued flexibility from managers. As our Webhelpers were relocating to work from home, flexibility played a vital role in safeguarding a harmonious work environment. Many employees are now facing new day-to-day challenges. And as COVID-19 cases continue to increase in many countries, it is vital for our organization to continue the flexibility we have seen from our managers and supervisors that allows our employees to work from where they work best and are most comfortable.

This includes maintaining the community in our family. Despite the Webhelp physical distance, finding ways to keep our workforce engaged and emotionally connected is very critical during this time. It has been great to see all the engagement

on social media and our internal platforms. We are known to keep up the good work! Last but not least, inject something fun into your teams where possible. Ask them how they are doing when vou talk to them. Small acts of compassion and kindness can make a huge difference!

#### Any takeaways for other leaders to emulate?

- 1. Work even closely with your clients. With insecurities about if and when everything will go back to normal, it is a critical time to reach out to your clients and hear them out. What they are struagling with and what help they
- 2. Reset your priorities. As no one was expecting this situation, the strategic priorities of many organizations have had to be adjusted. It is a time to take a fresh look at vour plans for the next quarter with regards to market shifts, critical needs and client needs.
- 3. Communicate, connect and repeat. Amidst remote working, crisis response and the new worklife balance challenges, it is tough for leaders to be connected with their employees. Nonetheless, frequent communication, clarity and connection are critical needs right now.

#### Thanks a lot Vincent for this positive insight!

Evelyn Kamau

## As much as it has been a challenging period, our Webhelpers have positively embraced the situation. "I am grateful for my team! They

"A good tip to share for work from

home - just keep doing what

you're doing because you have

100% concentration so full focus!"

"First of all i'm grateful for keeping

all of us safe. I'm grateful to

family for putting it together and

making this tough time easier to

bare. Lastly, I'm thankful to the

customers because without them

we wouldn't really have a job"

Vignesswaran Radakrishnan

Advisor

Malavsia

Jiri Smerda

Advisor

Romania

are very supportive and they're all very funny, we like to joke a lot and that every day. I don't feel like this is a challenging time at

Izzaty Firly Fadhila Advisor Malaysia

"I'm trying to communicate with the client on a daily basis, sometimes it's even 3 to 5 times per day on different topics including reporting as well as private chats. It helps to stay connected and to keep the business running."

Valentin Melchakov Supervisor Czech Republic



"What I feel the most grateful for during this challenging time is I feel very safe working from home, being with my family and at the same time being very active and productive with my work."

Veronica Castro Team Manager Sweden



progressing during this period of Johnny Kwona Wei Kiu Team Leader

"Since everyone is working

remotely, it requires a great deal

of effective communication with

the help of technological tools.

This also includes productivity

tracking as well as the daily

performance update in order for

the team to know how they are

"In a work from home environment. I think it's even more important to always be there for your team! So always be available, increase the number of communications and also have a daily catch up and briefinas so that your team doesn't feel alone."

Palmerino Di Berardino Ops Manager Italy



Every day our Advisors give our clients' customers an exceptional customer experience and are passionate about making a difference to the world's most exciting brands.

The commitment, energy and enthusiasm displayed by our Advisors every day, never ceases to amaze us! Gillian Campbell, Global Chief People Officer, shares her thoughts about this special day.



How did Advisor's Day come to be and why is it important to us?

Advisor's Day was something that was originally celebrated in the French region and was incredibly successful and well received. It seemed like a natural progression to make Advisor's Day a global program. This was one of the many ways to show them how much we value each and every single one of our front line colleagues across all regions.



## Has Advisor's Day helped to strengthen our Internal Employer Branding?

Our Employer Brand was refreshed a year ago, and in fact we incorporated feedback from our people to ensure that we captured the true DNA of our business. We used Advisor's Day last year to amplify the brand refresh and bring all these pieces together. Throughout Advisors' Day our People First culture pillar is always a huge focus. So too is our fourth culture pillar – Strive to Enjoy Every Day, as our people love to create a sense of fun at work. We truly feel Advisor's Day embodies our culture pillars and is a key part of our brand.

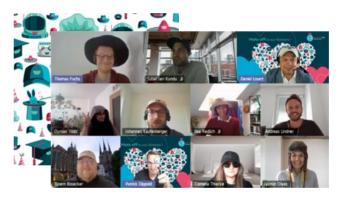
### And what was the inspiration behind this year's theme?

Every year our global engagement colleagues across the group, work together to brainstorm ideas and concepts to keep this special day fresh and authentic. This year was more challenging than most due to COVID-19. We had so many people working from home. With our past events, Advisor's Day was based on live activities that happened on site. We wanted to create something that everyone could participate in, something that was visible and representative to all, no matter their location. One of the suggestions was to visually thank our people by 'taking our hats off'. It truly seemed like the ideal theme to harness our peoples' creativity, commitment and to get the core message across, 'Thank You'!

## **Considering it was different this year, how was it** Participation on Advisor's Day increases year on **perceived by Advisors?** Participation on Advisor's Day increases year on year as the number of colleagues grow and the

There was a huge amount of engagement from Advisors, both at home and on site. Throughout the day a record number of BRAVOs were sent amongst colleagues, 2,812 in total! Olivier Duha, our Co-Founder and CEO, virtually travelled to nine different countries to personally thank and recognise dozens of Advisors. The feedback we received was that, despite the challenges and limits we faced this year due to the pandemic, there was an immense aura of something special happening across the Webhelp World. We are proud of the entire team and participants for creating a very much needed sense of community and togetherness.

#### With many of our Advisors working from home on Advisor's Day, what other engagement activities took place for them?



A huge focus for the team this year was to design an inclusive and engaging day for ALL colleagues regardless of location. There was a range of different activities available for our colleagues, but to name just a few: Virtual leadership listening sessions organized with teams, a full BRAVO take over, 'Thank You' e-cards, 'Thank You' videos, and our Webhelp World video tour showcasing the fun celebrations across our different countries.

### Looking back, which Advisor's Day had the most participants across our Webhelp community?

Participation on Advisor's Day increases year on year as the number of colleagues grow and the global program continues to be embraced by our new countries and people from across the Webhelp world. For example, this year we were thrilled to welcome Jordan, Kosovo and The Americas to the Advisor's Day global celebration!



#### Any hints about the next Advisor's Day themes?

You will be pleased to know that the planning has already started for next year's Advisor's Day! The creative meetings are flowing with the engagement teams across all regions. However, as always, we keep the theme under close wraps until a month before the big day...when the theme is revealed it creates a huge buzz as our people and teams start planning their engagement activities for the day!

## Thanks a lot Gillian for the lovely insight into the Advisor's Day!

Evelyn Kamau



## 

As technology is bringing the world closer together, we are increasingly becoming more interconnected. Language always plays a major role in crossing borders and building relationships.

English is universal and serves as a bridge between cultures, politics and economies. However, as philosopher Ludwig Wittaenstein once said:

## "The limit of my language means the limit of my world."

Using just one way to communicate narrows our horizon in terms of opportunities, mindset and opinions, and often hinders the creation of meaningful relationships.

With more than 60,000 people across the globe, 40+ different languages and 160+ locations, Webhelp has built a global family. From Greece, to Spain, Portugal to Americas, Czech to Malaysia, our group flaunts diversity far and wide.

By mastering the dynamism of our industry through the creation of outstanding human experiences, we constantly work on building lasting value for our clients and their customers.

At Webhelp, we aim to not only meet our customers' needs through the channel of their choice but also in their language strategy. Consequently, Webhelp has invested in and emphasized the importance of creating multilingual hubs.

Currently almost 2,000 talents are dedicated to delivering outstanding customer service in more than 30 languages at our numerous multilingual hubs across the globe. Operating from Barcelona, Athens, Kuala Lumpur, Enschede, Lisbon, Berlin, Bucharest, Prague, Rabat, Lima and recently Cairo, we offer our valued clients a wide-ranging portfolio mainly through Sales, Technical Support and Commercial Assistance. The locations were chosen by Webhelp because of the language skills of the local people and also because of the cosmopolitan vibe of the cities.

## Let's look at some of Webhelp's multilingual hub cities



#### Athens, Greece

The Greek capital - a welcoming city rich in lots of ancient history, architecture, and not forgetting the delicious Mediterranean food. At our hub in Greece, more than 900 advisors cover 20 languages in numerous and exciting projects for 15 markets around the globe.



#### Kuala Lumpur, Malaysia

Impressing with its high skyscrapers and luxurious shopping malls, Kuala Lumpur is among one of the most multicultural places you can find yourself in. It unites the beauty of Malaysia, India and China in one city. As a visitor you will experience the diversity in language, food and architecture.



#### Lisbon, Portugal

The capital city of Portugal is one of our largest multilingual hubs and employs more than 500 advisors, who offer their service in 22 different languages to 10 international clients. Portugal's cosmopolitan port has enchanted many Europeans, as it was awarded the best European capital city multiple times. We are happy to be represented in such a vibrant city!



#### Barcelona, Spain

From the lovely weather almost all year round, architecture, culinary dishes and the sandy beaches that stretch over five kilometres around the city, Barcelona is top on the bucket list for many travellers and indeed attracts lots of talent. Our huge hub employs more than 4,700 Webhelpers who support our clients in 29 different languages.



#### Cairo, Egypt

A new edition to the Webhelp multilingual hubs. We are very excited to add this city to our portfolio which will cover our European, US, Pacific and Middle East markets. Known for its ancient history, Egypt is also an economic hub in Africa and has been thriving during the last decade. Its multilingual expertise ranges from Arabic to English, French and other African languages.

Each hub
is unique in
its very own
way and we
are eager
to further
develop our
multilingual
solutions.

#### Through our multilingual hubs we are able to:

Reduce costs: serving more than 35 markets across the globe, our multilingual hubs enable us to save the costs that would otherwise be incurred if we were to set up contact centers in each country. Additionally, we offer our services at cost-effective market prices to our diverse clients.

**Simplify processes:** we effectively manage the entire customer service process in a particular region from one hub.

Flexibly scale: through our hubs, we are able to scale according to seasonal changes to meet our clients' needs.

**Talent acquisition:** we drive our client's business through our highly skilled multilingual talent pool. Thanks to the global presence from our numerous hub locations, we cover different time zones.

Multilingual business allows for the consolidation of many projects under one location. Growing this strategy and establishing a talented team, is a key success factor in the outsourcing industry. We choose to focus on the high quality of our service delivery to continue building meaningful customers relationships on one hand, and strengthening our collaboration with clients on the other.

Would you like to live, work and experience the multilingual flair from one of the hubs? Check out our current job openings here jobs.webhelp.com/work-abroad/

Xenia Stepanow

## **PeopleConnect**

Do you have friends that would love to live abroad?

At Webhelp, we are not only all about People First, we are also a Game-Changers company! We know that internal referrals are a great opportunity to optimise the chances of hiring the right talent.

We are convinced that the perfect match is also found amongst referrals – so we have decided to place our trust in you at the heart of our recruitment process. Say hello to PeopleConnect – your new internal referral platform!

This new collaborative network allows you to propose candidates who match the current internal job offers. These referrals can be for both local and international vacancies

Depending on the terms & conditions of the referral campaign, you will receive a reward in terms of a bonus or a voucher to thank you for your collaboration and mutual trust – enjoy!



People C NNECT

https://apps.myspace.webhelp.local/peopleconnect (accessible only via VPN)



Webhelp's Got Talent (WGT) is our annual quest to find the incredibly talented colleagues across our Webhelp world. This initiative first came to light in 2018, and has since been repeated annually, thanks to its grand success and engagement with our people!

Over the last few years we have made changes to the process along the way, thanks to our people's feedback. For example, originally WGT consisted of three categories (Singing, Dancing and Art) but after seeing the vast diversity of talent from our people, we knew we had to increase the categories to five in order to give every talent their well-deserved spotlight (Singing, Instrumental Music, Art, Photography and Dance & Movement).

With all the changes and improvements made over the last three global editions, one element has remained consistent: our goal to recognise our people and give them a platform to share their remarkable talents with their 60,000+ colleagues around the Webhelp world!

#### So how does it all work?

Each year colleagues are invited to submit their talents via a global form in any of the five pre-defined categories. They are asked to submit videos and/or photos as well as a brief description of their talent and what it means to them. After this, the hardest part of the journey begins – selecting the Top 5 talents per category. This year we introduced a a new global judging panel to tackle this challenge. Their diverse nationalities, roles within the business and general love for the arts was a great attribution to this year's judging panel. It allowed our leaders to be highly invested and recognise the talents our people shared.

Once our panel selects their Top 5, they are then presented to the Webhelp World for ALL colleagues to cast their vote and crown their winners. Each year we award prizes to the Top 3 winners in each category. However, the recognition does not stop there! We are always grateful and amazed by the quantity of talents we receive. Not all can make it to the Top 5 but that does not stop us from giving them the recognition they deserve!

Once WGT is finished, we launch a weekly post on WISE and Webhelp social media channels highlighting all the other incredible talents from that year, giving everyone their moment to shine and sharing their passion with the entire Webhelp world.

This year in particular was ... WOW! Due to COVID-19. we had initially postponed the WGT contest as many of our colleagues were facing the transition from site to work from home and priorities naturally, were elsewhere. However, as many found themselves in home confinement, there was a strong request to relaunch this project and share positive videos, images and engagement with our people. Despite the challenges we were all facing, this year we broke records across all aspects of this contest. We'd like to thank all those who were part of this year's edition - the artists, the spectators, the iudges and the organization team. It's because of your engagement and commitment that we were able to have our most successful WGT year yet!

#### What's next for Webhelp's Got Talent?

Get ready! We are dazzling the Webhelp world with weekly posts showcasing the other talents from this year's edition, virtual galleries and concerts! You can expect to see the talented photographers and artists displayed within unique WGT galleries across our sites. Also, you may be lucky to see the singers and dancers of your regions performing during local events (physically or virtually!). Webhelp's Got Talent has become an iconic contest within our business. It invites our colleagues to let their creativity speak and be recognised as truly remarkable.

Webhelpers cannot wait for the fourth edition to happen and see which records will be broken in 2021. Stay tuned and keep your eye out for the weekly posts. With much anticipation, we look forward to our 2021 edition of WGT. Timothé Blav

## Here are our 2020 Webhelp's Got Talent winners





- 1. Deepak, India
- 2. Carlos, Spain
- 3. Tariq, Malaysia











614

The greatest amount of submissions ever received



The greatest number of countries represented



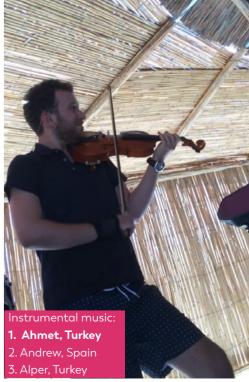


- 1. Gabriele, Portugal
- 2. Matthias, Germany
- 3. Aurelio, Spain



Singing:

- 1. Youraj, India
- 2. Iris. Greece
- 3. Karlijn, The Netherlands



18 19





Sandrine Asseraf, our Group Managing Director, shares with us a few thoughts on enforcing equal opportunities, personal well-being, leadership, and even a dream career.

Sandrine, we have been witnessing positive efforts in Impact Sourcing. Many companies have pledged to hire underprivileged workers. How does Webhelp differ in making a difference?

Our vision as a company is not just to fill vacancies – we aim to create professional opportunities for those who do not have access to employment. We offer a great working environment and we design career paths for all our employees, regardless of their background.

We are a people-first business, and Impact Sourcing is our opportunity to make a difference by contributing to a country's economy. With the trust of our clients and partners, Webhelp continues to grow exponentially across the globe. In the long-term, we aim to make Impact Sourcing an integral part of our recruitment strategies and efforts, and beyond that – our business model.

We go the extra mile to identify NGOs or equivalent organizations in our relevant locations to implement training and recruitment programs. Likewise, we assess the possibility of extending partnerships with local universities in our unprivileged communities.

Many people joining us have gone through incredibly challenging situations and hardships. What do you think we can do to encourage them to believe in themselves again?

That is a great question. I believe Impact Sourcing is consistent with our business as it triggers a strong feeling of belongingness from the people who joined us through those initiatives.

Our training and continuous learning programs are designed to help our employees gain more confidence and feel secure in their jobs. They know they can talk freely about their personal and professional struggles with management as well as decide on which career path they wish to follow.

Whether a colleague is recruited through Impact Sourcing or not, anyone may go through some sort of hardship during their career. Regaining confidence and the power to believe in ourselves takes time and it requires empathetic leadership. Simple things like being friendly, commending colleagues and encouraging them to follow their goals, whether within Webhelp or externally, are first steps in helping employees overcome their past experiences.

Now let's get to know two of our real-life game changers who received the support to turn their lives around.



Meet Celine – an ambitious young mother who grew up in a suburb in South Africa. Celine's plans for going to university and getting her dream job as a teacher were knocked off track by a series of events after leaving high school.

I was either juggling temporary jobs or was unemployed for long periods of time. Then I came across Harambee Youth Employment Accelerator. On the seventh week of my course, I went for a job interview at Webhelp on a Wednesday. By Friday I was told that I got the job and I would start on Monday. I was one of the first of my group to get a job.

This is a dream come true – not only because I can financially support myself and my son, but because I am developing a rewarding career. I get to interact with people from various countries every day and discover incredible ways of life. Likewise, I have always wanted to be a teacher. I could now do this at Webhelp because there is a chance to become a trainer.

On a personal note, being able to work shifts that allow me to care for my son and help my mother is such a blessing. Everything I do is for my son, and I hope that one day he can study and get his dream job.



Meet Thiago – a young man from Rio de Janeiro, Brazil. He has plans for going to university to get his chance at a stable life and building a career. Although Thiago had more than 9 years' experience in customer care, after numerous unsuccessful attempts to find a job in Brazil, he knew it was time for a change.

I decided to move to Europe to follow my dreams. Back home, I faced great difficulty in finding a job, also due to the current pandemic. I arrived in Barcelona full of hopes and energy to create a future for myself, although I knew it was going to be a challenge. Here, I found the support I needed – MigraCode, a European network of code schools for refugees and migrants. I was introduced to this caring community that focused on learning to code and sharing knowledge. After 6 months into the training and a few days before my birthday, I went for an interview at Webhelp and I got the job – it was the 'present' that changed my life!

Now I work as a Customer Care Specialist in a multicultural team where I am learning a lot and meeting new people. It's what I needed to find the courage again to follow my career and personal goals.

Being a game-changer means having the power to change our lives and reinvent our paths. Celine and Morgan show us that we are not conditioned by the place or background we were born and bred in. With the right support system and a caring community, we all stand the same chances to equal opportunities and inclusion. For this to happen at a large scale, we all need to be part of this conversation and act accordingly. It lies in our power to make a sustainable difference together and create a progressive, prosperous society for everyone!

Constantin-Mihai Craciun

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Many people have been working in the home office for several years. Students and self-employed people are familiar with organizing and executing tasks from the comfort of their homes. However, for many employees, the concept of home office is totally new.

There was a time when professionals struggled to get the opportunity to work from home. But that's history now! Owing to the global coronavirus pandemic, the home office concept has become the norm in many companies.

Since March this year, many organizations had no choice but to relocate almost their entire workforce to the home office as quickly as possible in order to protect their employees on one hand and guarantee business continuity on the other. It is not clear when people will fully resume working from the offices. To a large extent, this depends on the infection rates of the differen of the different countries and regions and whether they are at risk of a second wave in those particular areas. As the end of the pandemic is not yet foreseeable, the recommendation to working from home is still very valid.

Over time, the home office model has become the focal point, both from an entrepreneur's point of view and from an employee's point of view. The topic of COVID-19 has slightly receded to the background as people continue to adapt to the new way of life. It is suffice to say that working from home seems to bring a lot of benefits for employers and employees.

#### Let's look at some advantages as well as possible shortcomings of working from home.

In this new environment, companies have developed a completely new understanding of trust in their employees. Employees are much more

productive from home, as they are able to concentrate on their work without any distractions. The mental well-being of employees has also increased significantly, as has their health awareness and work-life balance.

The fact is, a large number of workers have adjusted well to the new dynamic and are more comfortable with working from home with the ability to still do their job to full satisfaction

for their organization. Employees who can do some of their regular



The new normal has raised the question of whether the home office should be retained. In this respect, it can be said that it is in the interests of many companies to consider the wellbeing of their employees even after the pandemic, to allow the home office way of doing business to continue.

Many companies prefer the integration of the hybrid model, whereby the employees do their work partly from home, but also on-site. This model would significantly increase their flexibility of many, and change them for the better. Another plus of WFH for many people is the no commute. This allows them to invest more time in getting work done, and have more time for their personal interests and different hobbies e.g. playing instruments, painting, singing etc.

#### And what are the drawbacks of remote workina?

Many employees note that they lack direct exchange with their colleagues, and this makes that their wish is heard and implemented. After all, how does the beautiful saying go, "Happy employees are also much more productive". And when a company actively ensures this, it not only gains a financial advantage, but also continuously improves its employees' satisfaction.

To sum it up, the preferences and interests of employers and employees greatly differ and partly stand in the way of a smooth collaboration, but they can also complement each other. Nonetheless, remote working offers more gains than setbacks. The fact is, many people are currently enjoying the opportunity of working from home.

Looking forward to the future, it can be said that tomorrow's working world should be a perfect mix of both the office and working from home. It is the best equilibrium for people, the environment and the economy at large! Monika Bockaj





## MEDITATION **AT WORK**

#### A practice that has been proven to work

Meditation is an ancient technique practiced by millions of people worldwide in both religious and secular contexts. It is a mental training exercise that is designed to bring clarity and focus to the mind. The scientific evidence for the astonishing benefits of a daily meditating practice is overwhelming. For many of those who have adopted its regular practice, it has meant a profound transformation on almost every facet of their life. In this article we will look at the reasons why meditation is such an essential practice and how you can incorporate it into your daily work routine.

All throughout the day, our attention is directed to a countless stream of people, tasks, responsibilities, distractions, arguments, fears, worries, ads, and many other things. If you are like most people, you probably work at least eight hours a day, besides

sometimes commuting and preparing for work. If you also have children or other people in your care. your day is even busier than that.

The frantic lifestyle of modernity has caused stress levels to skyrocket all over the world, which has led to all kinds of physical and mental health issues. When we are stressed, we have less mental energy, and are less capable of concentrating on our work, which makes us less productive. We also tend to see things in a narrow way instead of being able to see the "big picture", which reduces our capacity for strategic thinking. Without this "big picture" perspective, we are less able to formulate plans that could potentially help us get out of the situations that cause us to be stressed in the first place, thus creating a vicious cycle.

#### Give it a try

Attention is a focus-point-based phenomenon. By necessity, it's always focused on something. Most of the time, we have no control over what that something is. It could be an outside event, person, or object. It could also be something dissociated from the present moment, like a past or future event. Our minds are naturally prone to wondering and our focus of attention can shift spontaneously throughout the day. Meditation consists of intentionally shifting our focus of attention from the outside world to the inner world of perception.

#### To illustrate this point, here is a little exercise.

- 1. Grab a pen and a cup. Tap the cup with the pen with your eyes closed, and try to focus on the size, shape and consistency of the cup. Make a mental map of the cup. Now, all of your attention is focused on the cup.
- 2. Shift your focus to the pen while you keep tapping the cup. Shape, size, consistency, etc. Now your mental focus point is the pen.
- 3. Focus on your fingers, on how it physically feels to do what you are doing. Pay attention to every stimulus, however small. Your focal point is now your physical sensations.
- 4. Shift your attention to your own internal mental perception. See how your mind, your consciousness reacts to the physical stimuli of your fingers caused by the pen tapping the cup. Now your attention is fully focused on the inner realm. And now you're doing something that's very close to meditating.

Experienced meditators can go even deeper than that. Deep meditation could be described as the mind focusing its attention on itself. Most meditative practices consist of directing your attention towards your breathing. You could focus on your

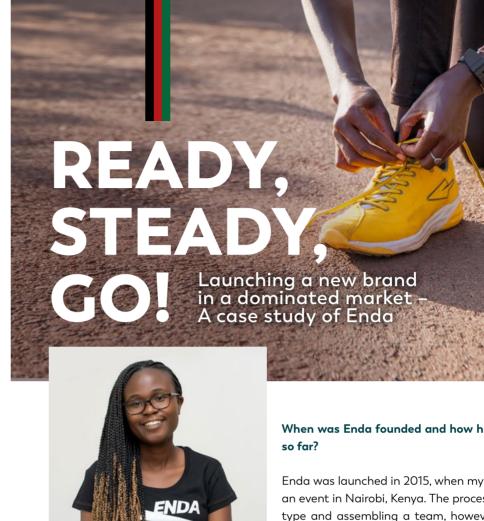
abdomen expanding and contracting, or on the air's friction against your nostrils. It doesn't matter, the importance is that you keep redirecting your attention to the act of breathing and to the present moment when you get distracted. And you will, and that's ok. The practice of meditation will work as a sort of mental workout that will "reset" your brain. similar to what sleep does but at a much deeper level. Deep meditation can rejuvenate your brain more effectively than deep sleep. By practicing it, you will develop a stronger willpower and your outlook will generally become more positive.

#### It's not that complicated

When we think about meditation, we tend to picture a monk sitting in the lotus position becoming enlightened by a tree. You can do that if you want. But you can also meditate at work, in the shower, and even while walking. You don't have to do it for hours. Some people do one-breath-meditation throughout the day, sort of like a "meditation pill". Do it for a few minutes when you sit at your desk first thing in the morning, before and after a meeting and when you feel tired and in need of an energy boost.

As you include these little "meditation pills" in your daily routine, you will not only be able to get into deeper meditative states, like a muscle you exercise periodically but also declutter your mind and become able to focus more. That will increase the scope and depth of the benefits you get from it, and who knows... Maybe you'll become one of those happy, relaxed, productive people who meditate half an hour every day.

Ultimately, practising mindfulness and meditation has been shown to have numerous benefits such as sustaining the attention, creative thinking, mood improvement and enhancing work performance. People who meditate tend to show more acceptance and as a result, they create more welcoming and holistic work environments with their colleagues. Esteban Vilanova



Inspired with the running culture in Kenva, Navalavo Osembo-Ombati, an accountant and lawyer by profession guit her employment to launch Enda, a Sportswear startup in Kenya. Navalayo, co-founder and CEO, together with her colleague Weldon Kennedy, co-founder of Enda, saw the opportunity to bring to life the Kenyan athletic greatness to runners around the globe as well as create a sustainable revenue for Kenya. Having grown up with Navalayo, I am excited to see her brand grow and delighted to feature her story!

### When was Enda founded and how has the journey been like

Enda was launched in 2015, when my co-founder and I met at an event in Nairobi, Kenya. The process of developing a prototype and assembling a team, however, took longer than we had initially anticipated. It was only in late 2017 that we had our first production run after raising money through Kickstarter, an online crowdfunding platform.

The journey so far has been great. We have two main products in the place: Our debut product, a lightweight trainer called the Iten is available in green, red and black, the colors of the Kenyan flag. They have been designed in close collaboration with Kenyan athletes and sports professionals. The Iten is the ideal shoe for shorter and faster runs and is named after a little village on the western edge of Kenya's Rift Valley, where famous Kenyan marathon champions like Eliud Kipchoge, hail from. Our second product is a daily trainer called the Lapatet - which means "run" in Kalenjin, the language spoken by many of Kenya's great runners - is ideal for longer, slower runs. The launch colorways for the Lapatet were inspired with Kenyan natural features: Angani Grey for the sky just before a storm, Watamu Blue for the Indian Ocean from the little coastal town

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"We are giving direct financial grants to Kenyan athletes that have been negatively affected by the COVID-19 pandemic."

What was the inspiration behind launching the brand and how did the name and logo come to be?



a shield, signifying defence of the national values that the flag stands for. Our first president, Jomo Kenyatta, adapted his first name "Jomo" from a local word that means "burning spear", and the Elder of the Burning Spear is one of the highest honours that can be awarded to an individual in Kenva. The spear is also a sign of strength against all odds. It's a symbol of pride that illuminates the size of the fight in you. A spear, when in motion, is straight, swift and fluid. It is a representation of speed, action and forward progression - qualities that Enda hopes to emulate.



#### How does Enda stand out from the crowd?

We are the only global running shoe brand that is based in Africa. We also create shoes that reward and maximize a mid-foot strike, which is synonymous with Kenyan running. In addition to that, Enda is a certified B-Corporation and a certified Climate Neutral company. Certified B-Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency and legal accountability to balance profit and purpose.

As a Climate Neutral company, we proactively measure and offset our carbon footprint. Lastly, we give 2% of our revenues to community projects in Kenva. Through the evolving work of the Enda Foundation, we have in the past supported a project in the Korogocho, a slum in Nairobi, which protects the vouth at risk. We have also supported an organization that helps widows in Nandi county in the Rift Valley earn a livelihood by donating livestock to them. This year, we are giving direct financial grants to Kenyan athletes that have been negatively affected by the COVID-19 pandemic. We see these community projects as an integral part of our business.

#### What has been your greatest pain point and how did vou overcome it?

Our greatest pain point currently is ensuring that the business always has sufficient working capital. As we deal mostly in physical products, we have to ensure that our supply chain is efficient and that we have placed an order for the next season and also simultaneously undertaking production of existing orders. This can put a strain on working capital. We are still in the process of getting the right financial partners that can extend a reliable line of credit.

#### Where do you envision Enda five years from now?

Our long-term vision is to be among the top three alobal sports brands in the world. The more shoes we make, the more people we employ, and the more revenue goes back into the community. We want to become a global brand with a global impact, and we want to move the entire production process to Kenya and make it environmentally sustainable. My dream is to make our operation 100% circular, so that people wear our shoes, then send them back to us to tear apart and make new ones. Complete recyclability would be awesome!

#### Thanks a lot Navalayo for your time and insight into your brand, all the best ahead!

Evelyn Kamau



This September our Webhelp colleagues attempted to 'travel through exercise' the circumference (40,075 km) of the world in 30 days.

The WebHEALTH Kilometre Challenge marked our very first global fitness challenge which focused on achieving a global target through a variety of exercises.

Not only did the participants smash this target but went one step further and delivered these impressive statistics:



1,400

Webhelpers



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**Nations** 



112,968

#### **Kilometres**

The equivalent of the circumference of earth, the moon, Mars and Venus

Soraya Hamawi is one of our advisors in Lisbon, with an incredible story to share. After a serious health scares she has had to overcome adversity and face real challenges. Through the help of WebHEALTH she has been able to fully transform her lifestyle and herself. Here is what she had to say about the program

## How has WebHEALTH been important for you?

WebHEALTH has been important for me, because it provided me with all the tools to bring my health back on track. I struggled for years with PCOS polycystic ovary syndrome. This meant unstoppable weight gain caused by insulin resistance, fatigue, water retention and much more. Yet, thanks to WebHEALTH I lost 25kg in 2 years and my PCOS is now under control. Just before joining Webhelp a doctor told me that the only way to have PCOS under control was to work out 1 hour a day and do a diet for life. In the first month that I started working at Webhelp, I discovered WebHEALTH, so I decided to book an appointment with the doctor in the office. I had my first appointment with this amazing woman and the first thing she said was that I had to lose weight, so I started looking for options to work out and adjust my diet. I discovered that we had discounts at gyms, so I went to the gym and became a member and started a program with a trainer and a nutritionist. The gym was about 5 minutes walking distance from the office, so it was a very easy reach. Furthermore, the free fruit and daily FIT meals also helped me to keep up with my diet.

## Why is it important for Webhelp to offer WebHEALTH to its people?

WebHEALTH is important because healthy workers are more motivated to work, recover from sickness quicker and are less at risk of long-term illness. Productivity can be increased, costs and absences can be reduced by promoting and stimulating healthy behaviour in the workplace. Fostering

employee mental health is really important because it prevents stress and creates positive working environments where individuals can thrive.

Good health and well-being can be important for employee engagement and performance. Companies like Webhelp that care about good mental health and well-being attract and keep top talent,



## What has been your favorite WebHEALTH initiative?

The Kilometre Challenge has been my favorite WebHEALTH initiative because it brought people from different sites, projects, positions and countries together. We worked together like a team to achieve our goals. We motivated each other to do our workouts and there was a healthy competition between us. Although I have to admit that there are also other initiatives that I like. My best WebHEALTH memory was when I was having a very busy period at work, and suddenly a lady appeared in the office to give me a neck massage. The health day was also a nice concept, where we had yoga, meditation and healthy snacks. The nutritionist, psychologist and the opportunity to check your heart health in the office were also very special. Even during lockdown, we received a weekly email, with healthy recipes, links to gym classes or activities that you could do with your family.

James Hughes

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## City tip

## **Athens**

#### Hello traveler!

Athens has always been a busy metropolitan city even during the ancient times. An interesting assembly of philosophers, painters and other creative minds often gathered around Acropolis to meet and exchange ideas. These ancient spots are still there today around Plaka and Monastiraki.

Different generations and cultures, locals and travelers meet up to enjoy a cup of coffee, wine, a mezze (small plates of traditional food) while catching up about life.

One of the absolute must do's in Athens from May till late September is watching a movie in one of the many open - air cinemas spread around Athens. If you are having an awesome time in Plaka and Monastiraki and would rather not leave, then you

can watch a movie at Cine Paris. which has a wonderful view of the Acropolis and is known to have begun operating in 1920. Please note that in Greece, all foreign films (except children's films) are shown in their original languages with Greek subtitles.

The majority of Athenians enjoy socializing around food so the city is full of eateries from tavernas with traditional Greek dishes to high-end international cuisine. The streets Syntagma around square (Voulis, Nikis) are full of Asian restaurants. Italian trattorias and French bistros and have earned their place in the Athenian hearts too! So. don't hesitate to stroll towards Kolonaki to discover some ancient but also classic delicacies.



- Athens is Europe's oldest capital, its origin dates to 3,400 years
- Athens is the first European **Capital of Culture**
- It is the birthplace of democracy
- About 18 million tourists visit Athens each year
- With about 270 days a year, Athens is one of the sunniest cities of the World

For those who feel like taking a walk around the city to try out the many delicacies, here is an idea: take the metro and stop at Syntagma Square. Then walk through the National Garden all the way to Kallimarmaron ancient Athenian stadium) and then continue to the beautiful pedestrian street of Dionysiou Aeropagitou all the way through the

busy **Koukaki area**. You will have the chance to admire the Odeon of **Herodes Atticus** where during summer, Athenians enjoy a number of cultural events Acropolis (dance, theater, music). Throughout your walk, you can buy nuts from the street sellers, a souvlaki on the go or an ice cream from the numerous shops you pass along the way.

And last but not least, **National Opera House** just like in city's which is a great opportunitake pride in the signifty to visit the Stavros icance of culture. Ath-Niarchos Foundation ens is the city of many Cultural Center, one museums (the Museof the largest green arum of Cycladic Art. The eas in Athens covering Museum, 21 acres. It is a public The National Art Galspace, where everyone lery, The Benaki Musehas free access and um of Contemporary can participate in a **Art** and many more) multitude of cultural, are Athen's highlights educational, frequently visited by ic. environmental and recreational activities both locals and travelers. Visiting the Naand events. tional Library and the

athlet-



Having lived with her family in France for five years, Nora grew up in a bicultural setting between Budapest and Paris. After her education in Hungary, she studied Travel & Hospitality Management, an International Program at the University of Manchester. As soon as she had successfully completed her studies, Nora was delighted to win a scholarship for a master's degree in Contemporary Business Management, in Paris.

#### When did you join Webhelp, which tasks did you have and how has your career developed since then?

I joined Webhelp in 2013 as Business Unit Director for Travel & Leisure where my role was to build the Webhelp value proposition for the Travel industry in France and increase the market awareness on our capabilities. I also contributed to launch the 1st multilingual operations in Webhelp with Groupon.

In 2015 we were invited to respond to a global RFP for easyJet and that's where my global career started. I was lucky to participate in the huge success story of winning and implementing our first global client, easyJet across a number of geographies.

Eager to contribute to our international expansion, I moved to a global role in 2017 to lead the Travel Sector for our Group mainly working on generating and landing new logo sales for Webhelp.

## Can you give us a little insight into your current responsibilities?

Having been recently appointed as Chief Sector Growth Officer for the Group, my role is to leverage some of my lessons learned from Global Sales and explore new avenues to build strategic sector propositions for the Group across all industries. Our ambition is to build a robust proactive sales engine across the organization through the development of sector specific sales & marketing collaterals so as to take control of the customer conversation and to move from selling solutions to solutions selling.

## If you would describe yourself in one word what would that be and why?

I would say I am a #PassionateGameChanger.
I enjoy the diversity of my work and always strive to build a better world for our customers and for us within Webhelp. I truly believe in the power of teamwork and I am convinced that together we are much stronger.

## When things don't go as planned, how do you overcome such challenging moments at work?

I vent first and become frustrated and then I call a colleague who helps me put things into perspective. Exchanging thoughts with someone less involved in the same matter always helps to reflect and reconsider what could have been done differently to avoid the situation and also how to fix it. I tend to immediately jump into problem solving mode and I am glad to be surrounded with colleagues who reflect first before they act.

#### Despite this year being different owing to the pandemic, how do you usually spend your free time away from work?

A year ago, I discovered the benefits of Pilates and Yoga and now spend a lot of my personal time to just "not think". I also love cooking! Additionally, I have two wonderful daughters, including a teenager ... currently they definitely are my favorite "hobby".

## Thanks a lot Nora for sharing your inspiring career jouney with us and we wish you all the best ahead!

Evelyn Kamau

## WEBHEALTH'S

**□** A HEALTHY JOURNEY ACROSS OUR COUNTRIES □

COOKBOOK



Every week we share different recipes from all around our Webhelp world, allowing our people's tastebuds to travel the globe. The recipes include fun and healthy twists on each countries' most traditional meals. Our colleagues are also able to learn about the different cultures, Webhelp sites and overall country fun facts along the way.



Here is what Tiphaine Liechti, Global People Engagement Programs Manager had to say.

#### Tell us about the WebHEALTH Cookbook.

We launched this global initiative back in July, in response to direct feedback from our colleagues who wanted more support around nutritional WebHEALTH initiatives. At this time many colleagues were experiencing home confinement, due to COVID-19, and had found a new love for cooking. The additional time at home and desire to find fun and engaging activities to do during this confinement was the perfect spark to launch this cookbook.

#### How many recipes are there?

Since July, we have released a recipe each week and a total of seventeen different cuisines have been shared with our colleagues to date. We will continue to share on a weekly basis until each of our Webhelp countries has had their moment to shine. It's important for us that all colleagues get to experience and learn about the amazing cultures and traditional meals that can be found within our Webhelp

community, their differences are what makes this project so engaging and special.

## Where can I find these recipes?

All the recipes are shared on WISE and on the different local Webhelp social media accounts. Additionally, you can reach out to your local Engagement or Communication leads and ask them to point you in the right direction.

Which recipe is your favourite so far?

That's a tough question!
There are so many tasty
recipes to choose from,
and still so many more to
come. It would be a close
tie between the dishes
from both Sweden and India.
Sweden shared a healthy twist
on their traditional Swedish
Meatballs, accompanied by gravy,
sweet potato mash and curly kale...
delicious! India's dish was a new recipe that I had
neither heard of nor tried before but loved discovering, Vegetable Uthappam.

To be honest, my favorite part of the weekly recipes is always the fun fact sheet about the Webhelp country being showcased. I'm constantly amazed to learn something new about where we operate and the incredible initiatives our colleagues run locally.

### Why is the cookbook an important part of WebHEALTH?

WebHEALTH is based on 3 key pillars; physical wellbeing, mental wellbeing and nutrition. Throughout the year we host and share a variety of different initiatives, communications and projects to support our colleagues' WebHEALTH journey within each of these pillars. This cookbook is a great way to share healthy tips and substitutions to our everyday meals while remaining delicious. Also, it allows our people to connect with their families by cooking these recipes and sharing the meals together.

As a people first business, WebHEALTH is in place to care for and support our colleagues, this initiative allows them to bring that care home and share it with their families which is extra special.

## What can we expect from the cookbook in the future?

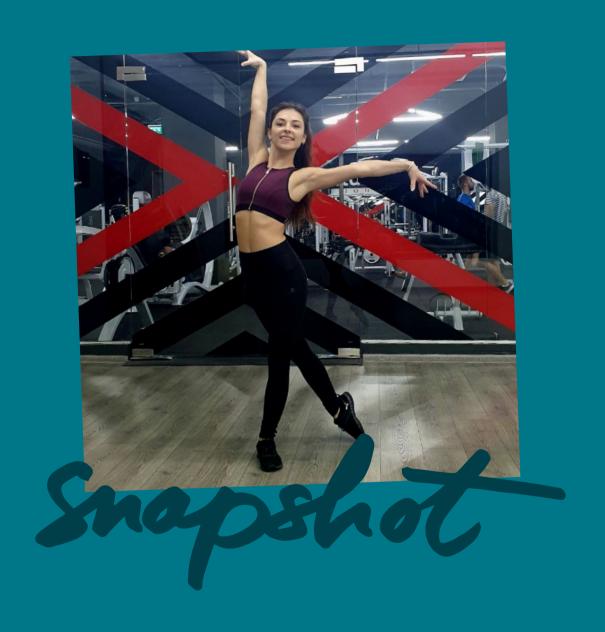
Well, we still have over a dozen different recipes to be shared through the rest of this year and early 2021. Once all the countries have been showcased, we will combine all entries to create an online pdf cookbook for our colleagues to access

Thanks to the great feedback we have received from our people so far, we are looking to create special editions for upcoming holiday celebrations. For example, Diwali and Christmas! Make sure to look out for these family friendly WebHEALTHy recipes to try out. Be sure to check out all the incredible dishes that have been shared so far and challenge yourself to try something new!

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## Thanks Tiphaine for telling us all about the WebHEALTH Cookbook program.

Evelyn Kamau



Alina-loana Constantin | Team Leader/Supervisor | Romania Webhelp's Got Talent 2018 Dance Champ

