

# Developing an Industry Specific, Evidence-Informed Toolkit to Improve the Health of Contact Centre Advisors

## 1 THE PROBLEM FOR ADVISORS

Unique Working Conditions

- **Sitting** down for **80%** of the shift.
- Lack of **job control**.
- **High stress** and productivity requirements.

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Upstream Determinants of Health

- **Low incomes**, typically from **deprived areas** and have **low levels of education**.

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Excessive rates of sickness absence and employee attrition compared to the rest of the UK

- Due to **stress** and **higher engagement in unhealthy lifestyle behaviours** (low physical activity, poor diet, smoking and alcohol consumption).

## 2 The Overarching Aim

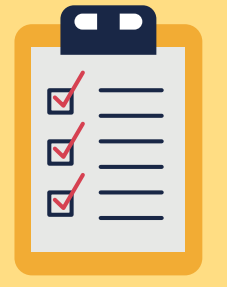
This PhD aims to **produce the first industry-specific toolkit** to support contact centres to adopt and implement evidence-informed workplace **health policies and interventions** to improve **working conditions** and **lifestyle factors** of call agents.

## 3 RESEARCH QUESTIONS AND METHODOLOGY

### Study 1

- **Survey**, across 700+ contact centres in the North West of England.
- Policies and interventions will be **mapped to the Behaviour Change Wheel**.

What influences **adoption** and **implementation** of contact centre health policies and interventions?



What policies and interventions do contact centres implement to improve the working conditions and lifestyle factors of call agents?

### Study 2

**Focus groups** and **interviews** with health and wellbeing staff and advisors.

Which workplace health policies and interventions are perceived to be **effective**, and why?



### Study 3

Will use study 2's results to create a list of factors perceived to influence the adoption and implementation of contact centre health policies and interventions, and those perceived to be effective.

Participants will then score the list for importance using a **Delphi survey method**. This will directly inform the toolkit.

## 4 MAIN OUTCOME - THE TOOLKIT

The toolkit will be designed to provide evidence informed resources that contact centres can use to implement policies and interventions to improve the health and work conditions of their advisors.



- ✓ **New Knowledge.**
- ✓ **Underpinned by theory.**
- ✓ **Designed for sustained implementation.**
- ✓ **Evidence-informed.**
- ✓ **Tailored to the contact centre setting.**