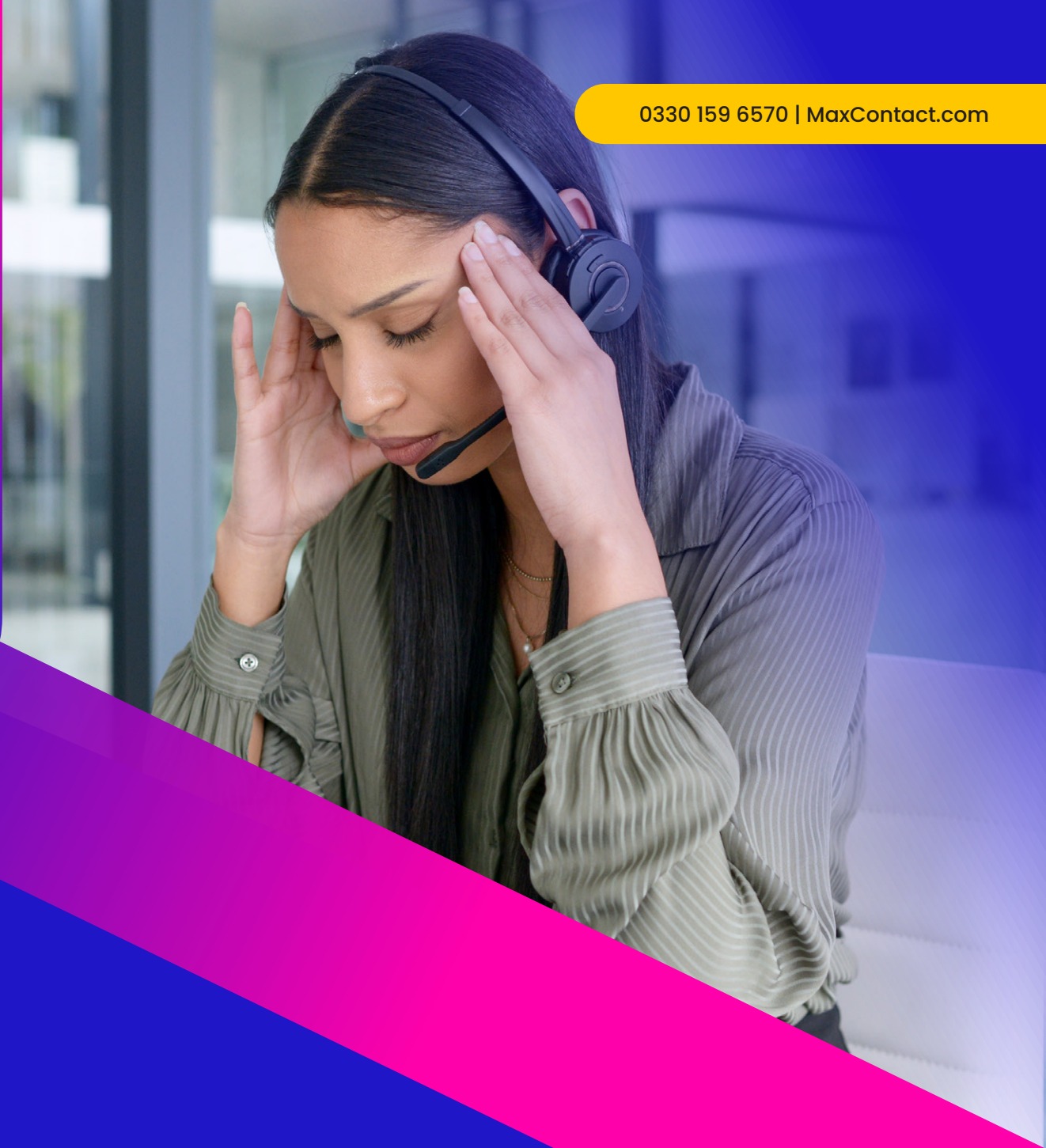


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Duty of Care Gap report: The cost of poor mental health to your business

How poor mental health of employees is costing contact centres almost £1 billion each year, and what you can do about it.

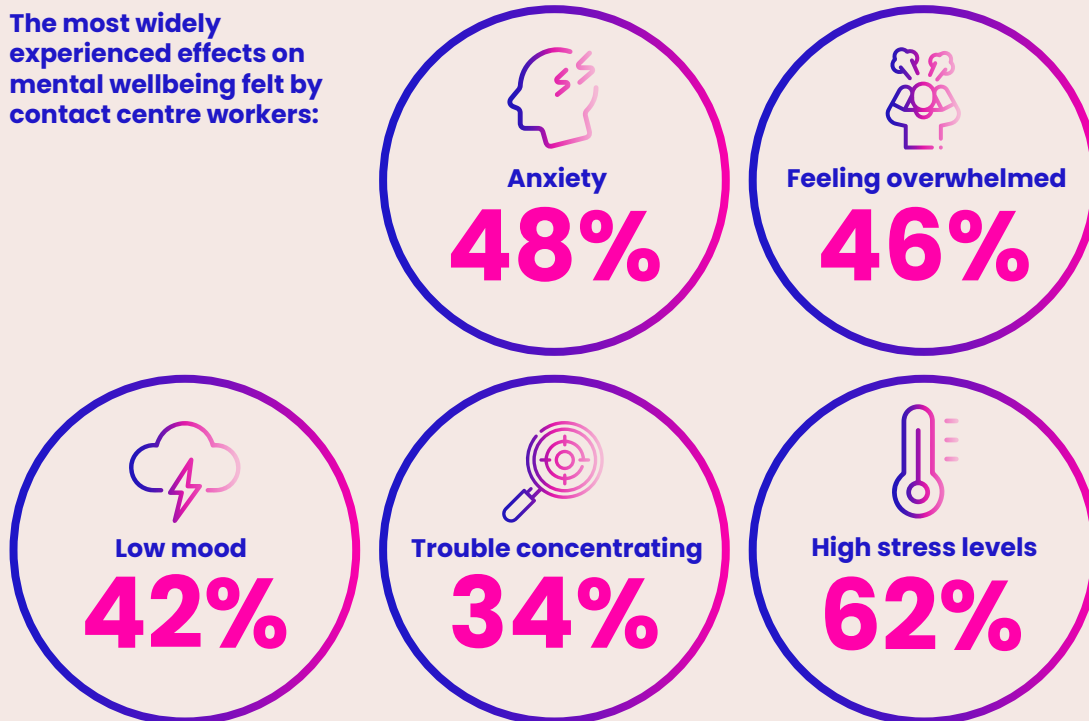


Poor mental health costs UK contact centres almost £1 billion each year

Our new study, Duty of Care Gap, surveyed 250 UK contact centre workers and discovered that work-related poor mental wellbeing is making them less productive, including answering fewer calls and taking more sick days. We're calling for the contact centre industry to make mental wellbeing just as important as physical health and safety.

The contact centre industry is a huge contributor to the UK economy, employing over 800,000 people across the country. Yet the industry is facing a mental health crisis, with 83% workers saying their work is taking a toll on their mental wellbeing, with staff reporting high stress levels (62%), anxiety (48%) and feeling overwhelmed (46%).

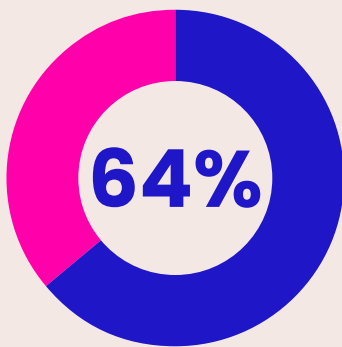
The most widely experienced effects on mental wellbeing felt by contact centre workers:



MaxContact discovered that sales is the sector with the highest stress levels (76%) whilst those working in support felt the most anxious and overwhelmed (61%).

This poor mental wellbeing at work is costing the industry millions in lost productivity at a time when staff attrition is already high. An overwhelming majority (95%) say that work-related mental wellbeing problems are making them less productive at work, losing on average six hours of work per month, or nine working days per year to poor mental wellbeing. This is also translating into sick days – staff report taking on average 2.78 sick days due to work-related mental wellbeing problems. **This lost productivity is costing the industry £990million per year.**

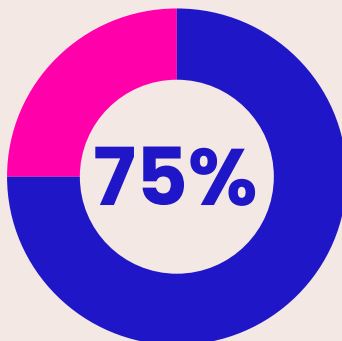
64% estimate they are losing between 3-4 hours of work each month due to poor work-related mental wellbeing.



Staff report taking on average 2.78 sick days due to work-related mental wellbeing problems.



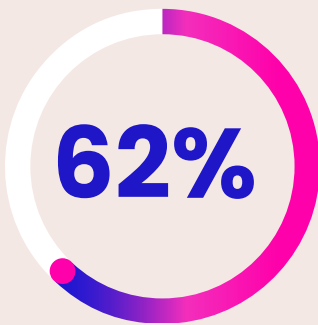
75% of those surveyed are more likely to stay in their current roles if their organisation made a bigger concrete commitment to improving mental wellbeing in the workplace.



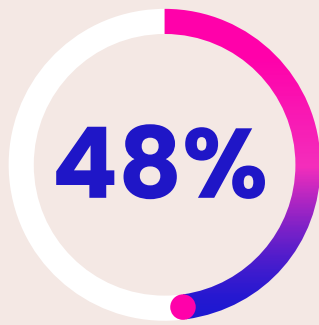
The industry also risks losing staff at a time when staff turnover is already high. Over half (52%) of contact centre workers say they would take a job in a completely different industry if they thought it would have less of an effect on their mental wellbeing.

Encouragingly, the research also reveals many businesses are already taking steps to help. Over half (52%) have mental health first aiders in place, but this is in stark contrast to physical health and safety, where each workplace is legally obliged to have nominated first aiders and carry out regular risk assessments. Amongst those that do have mental health first aiders, just 27% are including this information in their staff onboarding and less than a third (31%) make it accessible online, disadvantaging remote workers who may be more isolated and in need of support.

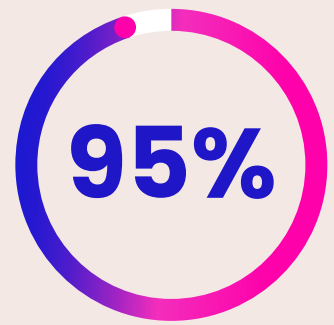
For businesses that do prioritise the mental health of contact centre workers, the benefits are clear. The overwhelming majority (75%) of contact centre workers say they would be more likely to stay in their current role if their employer made a bigger concrete commitment to improving mental wellbeing in their workplaces. Also, 46% say they would consider another role in the contact centre industry if it would be better for their mental health.



say they are experiencing increased stress because of work.



say they are experiencing increased anxiety because of work.



say they are feeling less productive at work because of poor work-related mental wellbeing.





Ben Booth, CEO MaxContact



“Contact centre workers work unbelievably hard behind the scenes to make sure our society works. We’ve worked with contact centre leaders to understand the challenges the industry faces. What we’ve discovered shows just how difficult the job is. What’s more, the problem is only getting worse as the cost-of-living crisis gets even more serious and contact centre workers are the ones who have to deal with the angry or upsetting calls about rising costs.

We’re calling for businesses that employ contact centre workers to make mental wellbeing just as important as physical health and safety, with properly trained mental health first aiders in every organisation. It’s not just the right thing to do, it makes total business sense.

We know we have a part to play too in making the industry better. That’s why we’ve launched our Employee Wellbeing feature as part of our making 2022 the year of the agent, focusing on both physical and mental wellbeing. It’s not an answer to the problem but it’s a step in the right direction and we’ll keep on looking for ways to put workers at the heart of our platform.”



42%

say they are experiencing low mood because of work.



34%

say they are experiencing trouble focusing and concentrating because of work.



Dr Andres Fonseca, Consultant Psychiatrist and Co-Founder at leading mental health care organisation Thrive: Mental Wellbeing, threw his support behind the findings, saying,

“Employee mental health can seem like a difficult topic to navigate but creating an environment that supports and educates staff has many advantages. It is vital that we equip all employees, but especially those in such frontline roles, with the necessary tools and techniques to effectively manage challenging conversations. With more focus on the cost of living crisis, it is also imperative that we continue to open up the conversation around mental health and raise more awareness of the connection between physical and mental wellbeing while ensuring that everyone across the workplace knows that they are valued and supported.”



What can you do?

There is no longer room for complacency when it comes to supporting workers' mental health. Businesses need to transform their working practices to put the wellbeing of contact centre staff at the heart of everything they do.

Actively promoting the wellbeing of workers and ensuring this forms part of your organisation's culture is key. Whether you're working from home or back in the office, one thing you should consider is encouraging staff to take regular breaks between calls or busy periods and setting up frequent check-ins to allow your teams room to breathe and break up busy workloads. Training managers to identify early signs of burnout and providing mental health support is key to help improve staff wellbeing before it's too late.

Another way of improving morale is by championing the value they bring to the business and the softer skills they possess.

Contact centre workers are extremely skilled and celebrating their accomplishments as well as showing them a clear path to progression will help them see their job as fulfilling and a long-term career.

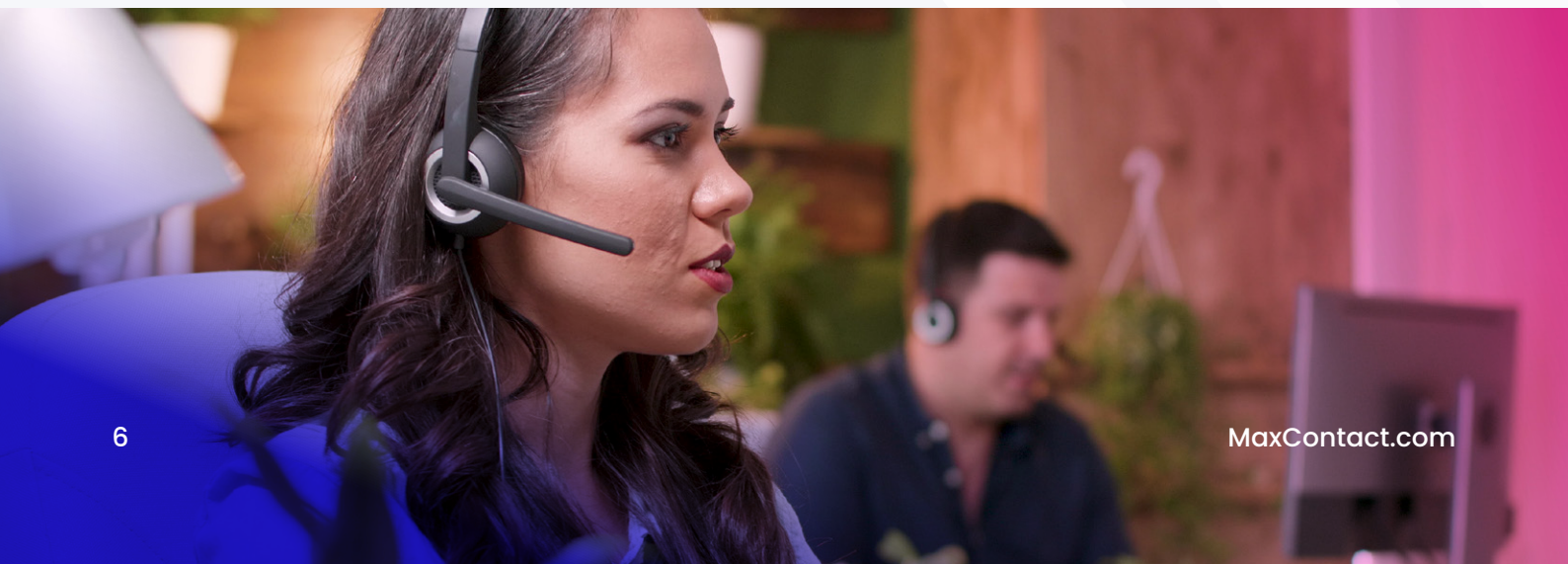
Technology can help too. Many organisations have already invested in specialist customer engagement technology to help employees

do their job to a high standard. This extra support is now more important than ever to reduce burdening workloads.

Our customer engagement technology is built specifically to support the end user in a number of ways. For example, our Employee Wellbeing feature provides helpful, unobtrusive tips throughout the day to help staff take steps to improve their physical and mental wellbeing while at work. The reminders focus on three key areas: body position, hydration and positive mindfulness. Contact centre leaders can monitor anonymous, aggregated data on these actions to track how their staff are feeling and offer more support if needed.

Looking after your employees' mental health isn't just the moral thing to do. Putting employees' mental health, wellbeing and development first means happy customers will follow. After all, you can't have great customer experience without happy and engaged employees.

For more tips on looking after your staffs' wellbeing, **visit [MaxContact's blog](#)**.





Get in touch

For more information on MaxContact's customer engagement software, please **visit our website** or get in touch for a no obligation demonstration.



www.maxcontact.com



info@maxcontact.com



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