

WOMEN'S EMPOWERMENT PRINCIPLES

Established by UN Women and the UN Global Compact Office

2020 UN Women Asia-Pacific WEPS Awards Regional Awardee Profile



[24]7.ai

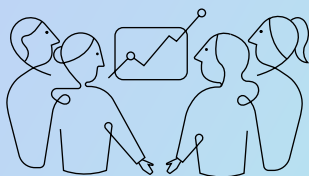


PV Kannan
Co-founder and CEO

[24]7.ai

Country: India
(branches in 5 countries)
Employees: 5,001-10,000

Website
www.247.ai



Supporting Employees during the COVID-19 Pandemic

When COVID-19 pandemic hit India, the nation was put under full lockdown to arrest the spread of the virus. The sudden lockdown severely affected low-income migrant workers and daily-wage earners, along with businesses across the country.

[24]7.ai, a customer experience software and services company in India then recalibrated their business to support their employees during this unprecedented period. Moreover, they continued to promote equality, fairness and women's empowerment with their COVID-19 support initiatives.

New Ways of Working for Female Employees

As fears surrounding the COVID-19 virus increased, women employees faced pressure to return to their hometowns and spend time locked down there. Through their Work from Hometown initiative, [24]7.ai shipped equipment to enable 1,200 employees to continue work and work comfortably. As of 2020, 90% of [24]7.ai's employees worked remotely. All expecting mothers were prioritized for the WFH set up, and systems were set up in their homes. The company also provided Virtual Medical Camps with pediatricians and gynecologists in collaboration with Motherhood hospital.

“ At [24]7.ai, we are extremely passionate about Diversity and Inclusion. We are strong believers that the collaboration of unique individuals will result in the most inventive solutions.

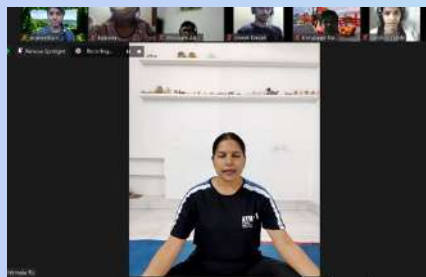
- PV Kannan, Co-founder and CEO of [24]7.ai

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Another unexpected effect of the lockdown was that some women employees living in PG accommodations were evicted by the unit owners. To aid these women, [24]7.ai connected with these owners and provided coordination & legal support to restore their accommodation.

[24]7.ai provides essential services and 10-15% of their employee base had to report to their offices to continue servicing international clients. To ensure a COVID-19 free workplace, [24]7.ai also instituted a Health Management Team comprising of doctors and nurses. The company also provided constant communication with employees, including guidelines on maintaining health and boosting wellbeing.



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Internal promotions are encouraged and special focus is given to the empowerment of women employees, including 12 percent of the leadership team that is made up of women.

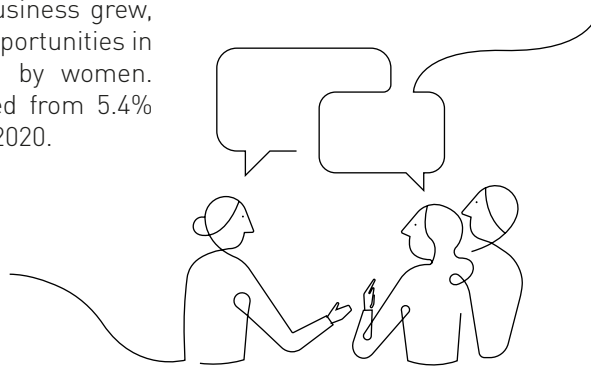
- PV Kannan, CEO

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Through their CCW (Critical Care Watch) for employees and their families, [24]7.ai identified medical care facilities within employees' vicinity during emergencies. This was augmented by a women-led help desk and COVID Helpline who proactively undertook care calls to all impacted employees and their families and responded to health queries. A new COVID protection insurance policy was also introduced to keep their employees safeguarded. As of 2020, 125,000+ cumulative employee health and safety checks have been conducted. [24]7.ai truly went above and beyond in providing COVID-19 support for employees by extending these programs to their families during India's period of lockdown. The company also held a session with employees' spouses on their [24]7.ai online Radio Channel on the impact of COVID-19 and how to support each other through the collective WFH environment.

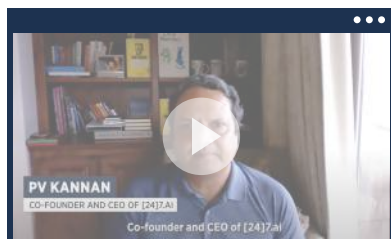
One of the biggest challenges women faced during the pandemic was to balance work and family demands in a WFH environment leading to increased mental stress. In order to sustain this challenge, [24]7.ai boosted efforts to care for mental health of all employees, proactively focusing on women. They held Mental Wellness sessions by Ragini Rao, an established psychotherapist and President SAATA (South Asian Association of Transactional Analysts) with over 600 attendees. They also provided mental health and counseling sessions, with 1,700 employees availing of the service.

With regard to their business, [24]7.ai constantly communicated with employees regarding the evolving business scenarios brought about by COVID-19. They provided frequent updates on Business Continuity Planning (BCP) steps, client and business progress, and local government rules on Essential Services and other workplace regulations & policies. As [24]7.ai's business grew, 47% of lateral growth opportunities in this period were filled by women. Women attrition reduced from 5.4% to 3.9% (average) in H1 2020.



Women employees also took advantage of [24]7.ai's employee development initiatives, quadrupling skill coverage from <20% to nearly 80%. The company also hired nearly 2,500 more people to support growth, giving more people job security in the difficult period of the pandemic.

Raising Morale and Providing Support from a Distance



*Watch the testimonial video
to learn more*

In the transition to remote work, employee engagement became business critical. To do this, the company introduced a Virtual Engagement Framework that created quantum impact through digital platforms and yet made engagement personal including virtual baby showers for moms-to-be, virtual welcome back events for returning moms, life-event celebrations, talent competitions and passion clubs with families. The company held sessions on Inclusion, Sensitivity and Awareness that also included women-focused panel discussions and debates on their radio channel that were attended by hundreds of employees. [24]7.ai also held women-focused panel discussions and debates on their online radio channel.

With this framework, [24]7.ai engaged with 97% of employees. By pivoting and revamping their operations, policies, and practices to focus on the new Work from Hometown set up, [24]7.ai was able to ensure that their employees did not just survive through the COVID-19 pandemic and lockdown, but thrived. [24]7.ai also ensured to make this shift as seamless and effective as possible, not just for their employees with flexi/part time roles, but also to support women and girls in the society with their 'Girls School Sanitization Project', 'Educate Girls Globally', 'Tech4All', projects.

Women's Empowerment Principles



High-Level Corporate
Leadership



Treat all Women and Men Fairly
at Work without Discrimination



Employee Health,
Well-Being and Safety



Education and Training
for Career Advancement




Enterprise Development,
Supply Chain and Marketing Practices



Community Initiatives
and Advocacy



Measurement
and Reporting

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