

SORCE PRESENTS

ACCENTURE CASE STUDY

THE PROBLEM:

Higher team stress + lower ability to assess and react real-time

The pandemic has become a generational challenge to which no organization is immune. As a result, successful companies like Accenture have sought new ways to mitigate the stress on teams during this unprecedented time. “Work from home” is now ubiquitous, and a smaller on-site footprint presents new obstacles to accurately assessing energy and morale. The feedback that comes up the chain is subjective and has gaps because even the best employees struggle with seeking help during high-stress periods. Leadership devoted to supporting their employees in our “New Normal” need trackable, data-driven tools to understand their team’s readiness.

As the pandemic has dragged on from months to years, Accenture also sought ways to help their team build resilience to avoid burnout—which fuels attrition, poor productivity, and low job satisfaction. To empower the team to meet this modern challenge, Accenture leadership sought a means of helping their teams increase resilience, find balance in life, and manage the complexity and load being placed on them.

THE SOLUTION:

Data-based insight to look “under the hood” of your company’s engine

Accenture was compelled to move forward with SORCE due to the platform's ability to measure, track, and treat stress for high-performing cultures at risk of burnout. Of particular interest was SORCE's ability to provide a real-time pulse check on remote teams on a global scale.

By tracking a single biomarker, Heart Rate Variability (HRV), the SORCE app delivers an assessment and actionable coaching tips based on an employee’s level of physiological stress. Employees are given a daily energy status—either “Push” for high-energy days, “Maintain” for a typical day, or “Recover” if they are in need of additional self-care or recovery. With these simple tools, employees can optimize their daily experience, manage energy effectively, and embrace the concept that we must allocate time to recover to maintain high performance and avoid burnout.

SORCE also offered team leadership insight into the overall team’s energy level. While respecting the privacy of individuals by combining scores into a team score, the regular report of the team’s overall readiness helped Accenture management activate teams at their peak levels and reach out to teams that were trending toward needing more recovery time. During a time when virtual work made insight into team health difficult to ascertain, Accenture leadership could simply review a dashboard to see how various teams were trending: Push, Maintain, or Recover.

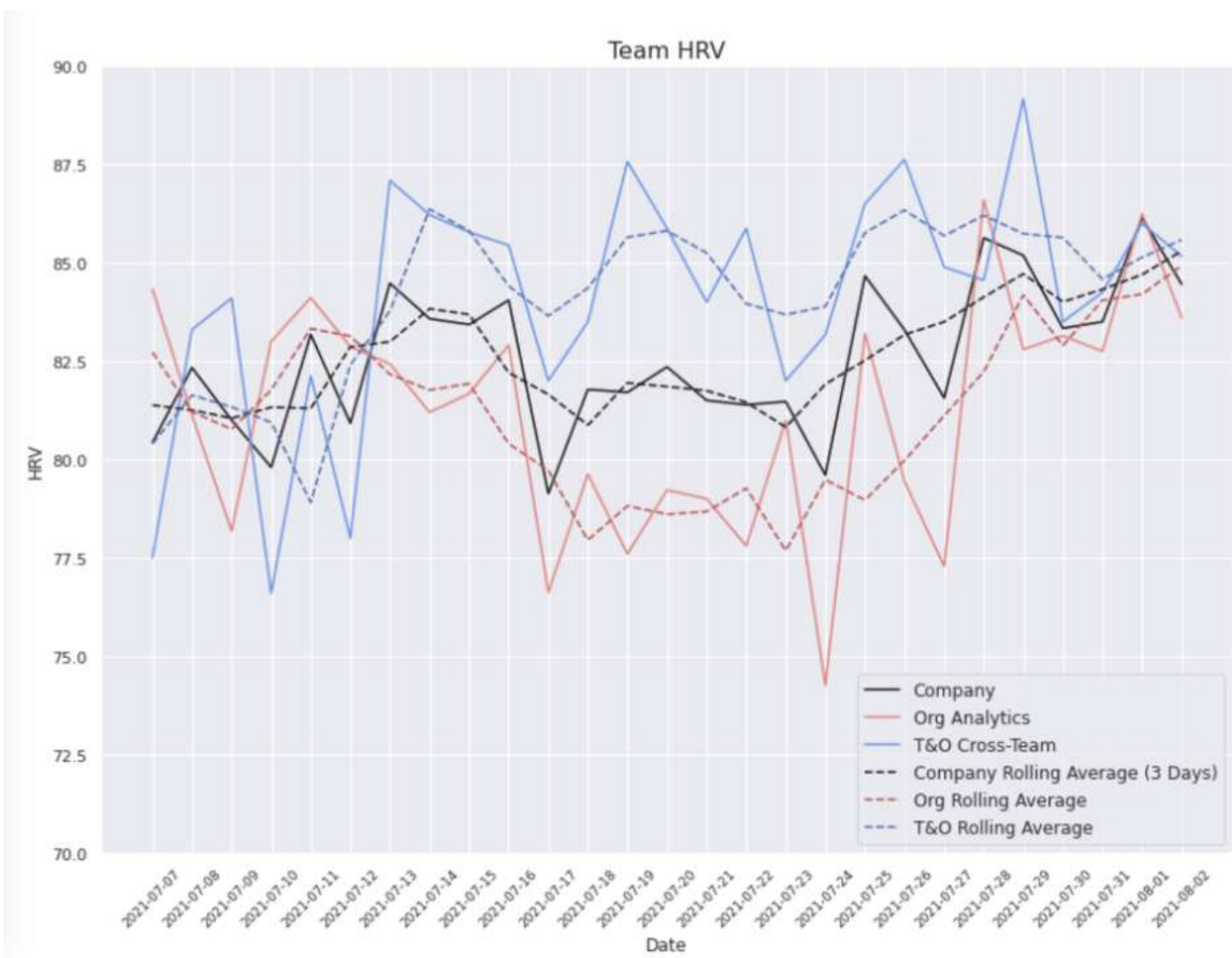
In Accenture’s initial engagement, two teams comprising three different regions were selected to participate. The T&O Cross Team (Blue) included people from USA and Europe. The Org Analytics Team (Red) included people from USA and India.

THE RESULTS:

Positive results for teams + tangible and actionable data for Accenture

Over 90% of the employees expressed that SORCE had a positive impact on their health. More than 2/3 said it affected their approach every day, with nearly 60% saying they felt a decreased sense of burnout in just 30 days. Best of all, users wanted to keep the app going and gain more data because they felt it validated their own sense of their personal energy and helped them accept the idea that, sometimes, you need to slow down to speed up. Some key statistics across all teams:

- Accenture User Rating Average: 4.2 of 5
- Over 2/3rds say SORCE impacted their approach to a day
- Perfect Score: 100% approval on ease of use
- 92% said SORCE had a positive impact on them
- Nearly 60% said that SORCE helped them decrease their burnout

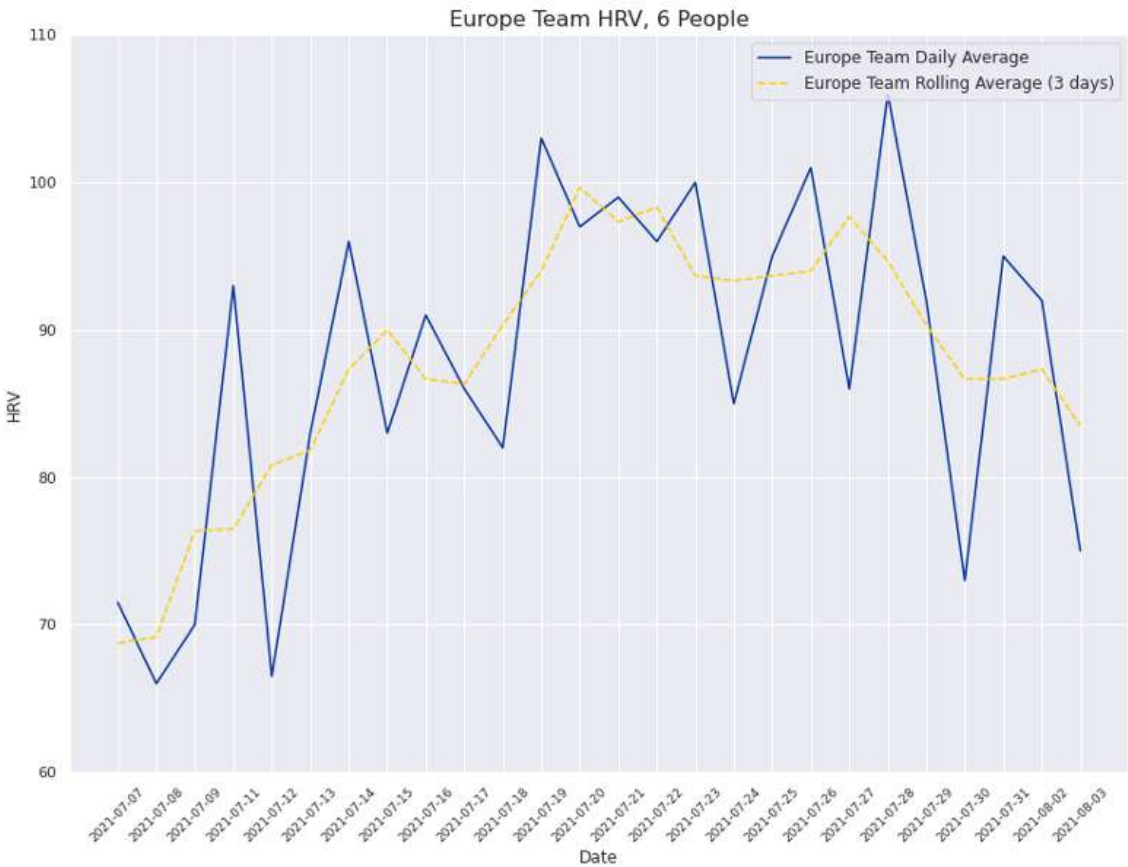


- The data indicates that the two teams experienced varying levels of stress throughout the engagement.
- A higher number of team members from the T & O Cross Team took vacations, contributing to a significant increase in their baseline HRV during the pilot.
- The Org Analytics Team, predominantly based in India, faced additional stressors related to the Covid-19 pandemic and regional flooding, which are reflected in their HRV trends.
- Despite these stressors, the Org Analytics Team demonstrated a recovery trend and achieved a nearly 3% increase in baseline HRV from week 1 to week 4.

REGIONAL TEAM RESULTS:

SORCE was deployed across three regions, including a European group, a group in the US, and one based in India. While each team eagerly appreciated Accenture providing an app to help them stay healthy, the groups had different deadlines and deliverables before the end of the fiscal year. Those differences could be seen in the overall team performance during the initial deployment of SORCE.

The European Team trending into the Push category for most of the summer. While high HRV scores likely represent holiday time when many team members were enjoying some much-deserved time off, this helped revitalize the team in a way that reflected in scores where HRV often topped 100 on our scale. While some drops were significant, the resilience of the team was strong and a day later, the European Team would be back on track.



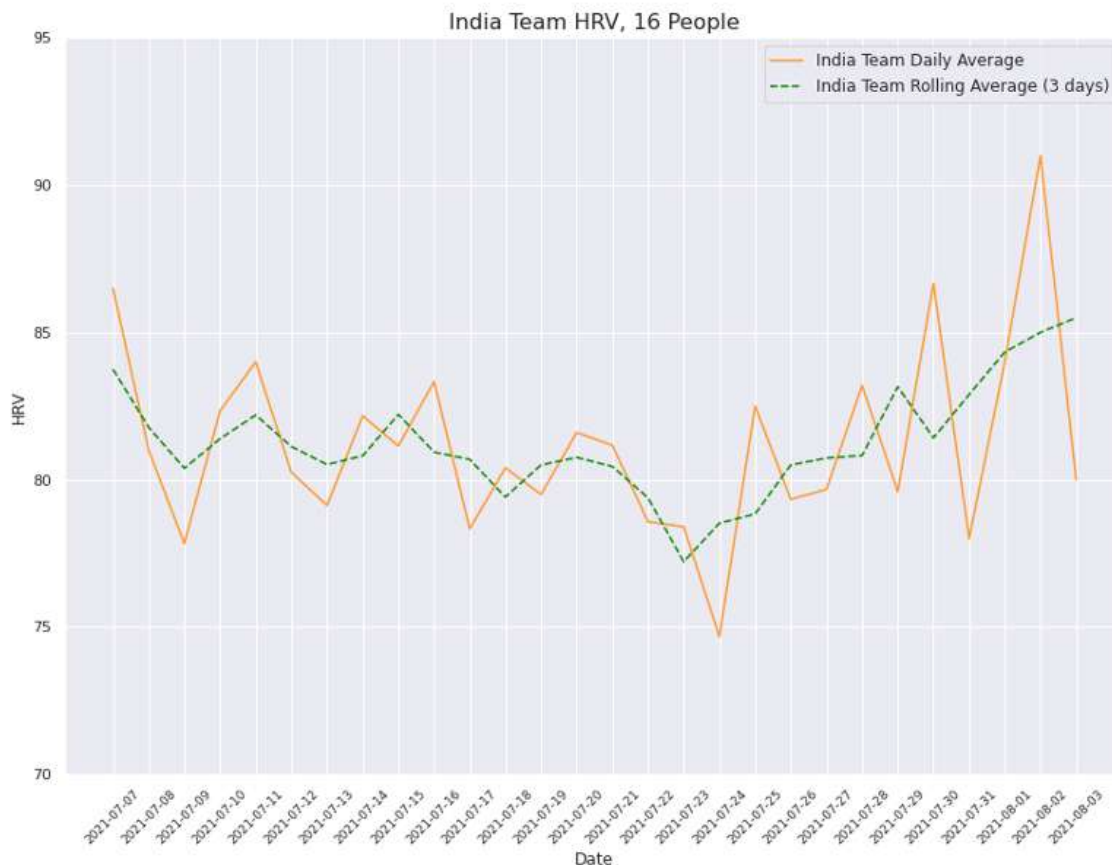
The USA Team were also highly energetic, but the range was narrower as they continued through the summer, with a Maintain trend strong. This means the team was well-resourced to deliver on their goals. While some drops and heights might have been to accommodate out of the office team members, the team stayed strong, never falling below a team average 80 HRV throughout the summer.



The US Team expressed appreciation for many aspects of SORCE:

- “(My success was the) awareness/ability to build upon the experience to improve myself.”
- “(I liked) letting myself recover and maintain on some days without feeling a need to push every day.”
- “I liked that I could track my well-being and also see the trends in my HRV, and also reflect on what I was experiencing from the previous day before starting my day.”

The India team was in a different place during the summertime. The combination of Covid-19 fallout, environmental distress and their year-end results being is likely the reason this team trended towards Recover during this window of time. While they showed resilience, this showed the Accenture leadership team that additional support was needed to help this team get through a crunch period



The India team expressed their appreciation for Accenture bringing in SORCE, with comments focused on the personal experience of tracking a biomarker to learn more about how you should conduct your days.

- “I was able to relate the HRV score with how I was feeling. (SORCE) enabled me to understand myself better.”
- “(I liked) the snort snippets of coaching.”
- “This was a great experience and I would recommend this to everyone.”

FINAL SUMMARY :

Positive Results for Teams + Tangible and Actionable Data for Accenture

The Accenture team was excited to get going with SORCE and had a highly positive experience, even as they knew a brand-new version of the app was being released in the coming months.

This initial effort seemed to just whet their appetite for SORCE v2, which will answer many of their requests for:

- More data on themselves
- Tailored coaching more specific to their interests and personal experience
- A streamlined and improved experience using SORCE with a brand new design
- A larger library of advice for users to explore
- Team results being more accessible for members of the group
- Even easier to capture your HRV with no band or strap required

SORCE V2 is on track and set to launch in early Q4 2021, with pre-orders available now.

Update as of September 2024: SORCE v3 has been successfully deployed across multiple enterprise sectors, including clients such as PetSmart, MARS, Activision, IMA, and DotConnect. The SORCE team continues to gather valuable insights and data as usage and learning evolve.