

**Our  
commitment  
to our  
clients.**

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**GOOD  
SHAPE**

# **The GoodShape approach to reducing and sustaining absence levels for our clients:**

At GoodShape, we are dedicated to building strong, collaborative relationships with our clients and deliver strategic solutions that drive positive outcomes for clients and their employees. We have a proven approach to helping clients manage and reduce absence levels, as well as our commitment to helping them sustain these improvements throughout our contract period. Here's how we achieve this:

## **1. Knowing our clients and building collaborative business relationships:**

We create and maintain comprehensive account files for each client, ensuring we have an in-depth understanding of the organisation, market sector, and external and internal influencing factors. This knowledge enables us to tailor our services to the client's specific needs and provide the most effective solution for them.

We proactively foster collaborative and productive business relationships within each client, as well as building and maintaining our internal teams within GoodShape that support that client. By working closely with key stakeholders, we ensure a deep understanding of our clients' objectives and success measures.

## **2. Demonstrating measurable results:**

We take a proactive approach to understanding the client's objectives and success measures, and we continuously demonstrate how our services deliver against these measures. Our regular service level evaluations align with the client's expectations, our contractual obligations, and legal requirements, allowing us to take corrective action when necessary.

We conduct monthly and quarterly business reviews with clients as required, using the proven GoodShape Client Success Framework. These reviews provide strategic insights from the GoodShape Platform, using real-time data to highlight trends and spot any challenges that need to be addressed. Where appropriate, we also use market data and can also benchmark against similar organisations to provide a rounded view of how a client's organisation is performing within its industry. We have found that this approach fosters a collaborative, strategic partnership that delivers success for our clients.

### **3. Maximising innovation & efficiency:**

We leverage our technology to maximise innovation and efficiency throughout our services. By effectively utilising the latest tools and resources available to us, we ensure streamlined processes and improved outcomes for our clients.

We actively identify and recommend innovation and continuous improvement initiatives for both our clients and GoodShape. These initiatives directly impact client satisfaction and contribute to an ongoing culture of improvement.

### **4. Best practice and adherence to governance and reporting frameworks:**

We adhere to robust governance and reporting frameworks to meet our client's specific needs. This includes ownership and adherence to SLAs (Service Level Agreements) and performance reporting, ensuring transparency and accountability.

We actively contribute to best practices and knowledge sharing across our client's internal network. Our goal is to foster a culture of learning and growth, benefiting both client organisations and ours. We also share learnings from other clients during group client events, client newsletters, webinars, our blogs and other commissioned reports and insight documents.

### **5. Client feedback and continuous innovation:**

We value our clients' feedback and actively incorporate it into our product management and development processes. By continuously innovating and improving user experience and engagement, we ensure that our clients achieve and sustain reduced absence levels while receiving an optimal return on investment.

We support effective client engagement and change management plans during product releases. Our team provides comprehensive support, ensuring a smooth transition whenever updates or changes are implemented.

**In summary, we are committed to partnering with clients in reducing and sustaining absence levels in their organisation. Our approach combines in-depth knowledge, strategic insights, and continuous improvement initiatives to drive positive outcomes. Should you have any questions or require further information, please don't hesitate to reach out to your dedicated Client Success Manager.**