

# 8

## Key Steps to Develop and Maintain a Successful Helpline



### 1

#### RAISE HELPLINE AWARENESS



Develop a communication plan to get your Helpline visible including Posters, Videos & Web Links in Training & Town Hall Meetings.

32%

Only 32% of U.S. employees consider themselves engaged with their company.



### 2

#### CREATE A SPEAK-UP CULTURE



Introduce Code of Conduct training by demonstrating real-world scenarios showing how speaking-up helps maintain ethical culture.

70% of individuals who experienced harassment never spoke with a supervisor.

### 3

#### INCREASE VISIBILITY AND ACCESSIBILITY



A Helpline needs to be easy to find and easy to access. Put the Helpline link on the company's main internal homepage.

### 4

#### OFFER A VARIETY OF REPORTING METHODS!



This offers an employee the ability to select how they feel most comfortable in reporting.

### 5

#### PROTECT CONFIDENTIALITY



Organizations with Helplines were 20% more likely to detect fraud than those without Helplines.

Offer anonymous reporting to increase the likelihood of reporting concerns that are detrimental to an organization's ethical health.

### 6

Reporters need to feel confident that their concerns are taken seriously, and action taken to close the loop in the Helpline process.



COMMUNICATE WITH

THE REPORTER



### 7



Advise witnesses and reporters if they experience retaliation to report it.

### 8

#### USE THE DATA!

Analyze Helpline data to identify trends and hot spots, highlight issue areas that require more training.

BENCHMARK THE DATA

TRACK THE WHO/WHAT/WHERE/WHEN