

Case Study : SLCP Worker Engagement Technology (WE Tech)

THE CRESCENT TEXTILE MILLS LTD.

ABOUT THE CRESCENT TEXTILE MILLS LTD.

The Crescent Textile Mills Ltd. (Crestex) is a vertically integrated textile manufacturing company producing yarn, greige fabrics, home textiles and garments. It employs 3800 workers at its Faisalabad facility in Pakistan, where Crestex chose to implement WE Tech alongside onsite SLCP assessment verification.



111 workers participated in the WE Tech survey



50% of survey participants were female



80% of surveys were fully completed

According to Sher Ali, Chief Sustainability Officer, The Crescent Textile Mills Ltd.:

WE Tech was easy to implement. We displayed posters and banners around the facility to promote the technology to workers. The survey questions were provided to workers in local language Urdu, by our chosen WE Tech Service Provider.

Because WE Tech is facilitated by a third party, it provides a credible platform for collecting feedback directly from workers.

We shared the WE Tech survey results with a number of our customers. Using WE Tech and sharing the surveys with our business partners distinguishes us and strengthens our customer relationships.

Based on worker feedback collected from the survey, Crestex created a WE Tech Action Plan and made improvements in three key areas:

Grievance Mechanisms

Crestex implemented a permanent, third-party operated mobile phone application platform which can be used by workers to report written, audio or video complaints and have committed to addressing all grievances within 24 hours of receipt.

Working Hours

Working hours policies were reviewed and amended.

Supervisor Behavior

training sessions have been provided to improve supervisor interaction with other workers and a follow-up survey has been included to monitor for improvements.

WHAT IS WE TECH?

- ✓ Includes 20 questions that provide clearer insights into workers' experience.
- ✓ Survey responses are anonymous.
- ✓ Mandatory for SLCP full virtual verifications.
- ✓ Beneficial for SLCP onsite verifications.
- ✓ Can allow for two-way communication between facility management and workers.
- ✓ Can be used to conduct effective and efficient training.