morphii ®

Morphii Measures the Impact of *Listeners On Call*.
The Result: Happier, Healthier Humans.

January 20, 2021 - 7 Minute Read

97% of Callers leave the *Listeners On Call* platform in a more positive state, according to Morphii's Experience Measurement Technology.

Morphii Measures the Impact of Listeners On Call. The Result: Happier, Healthier Humans.

By Liz Gurley and Greg Haudek, PhD, Senior Research Advisor
January 20, 2021 - 7 Minute Read

Feeling heard … listened to … it improves our emotional state as humans. People are faced with limited options for coping in a disconnected world. At one extreme, technology platforms aspire to digitize connectedness; but–especially now, as we quarantine and social distance–we are less connected than we have ever been, despite billions of likes, comments, and shares. At the other extreme, healthcare providers offer professional services that are often cost-preventative, stigmatized, or simply out of reach.

Listeners On Call (LOC) intends to bridge this divide by **providing simple proactive Listening.**

The research that follows examines early data from the LOC platform, launched late in 2020. In short, this study set out to prove that the simple act of listening has a dramatic impact on improving the emotional state of those needing to be heard.

> *Listening is such a simple act. It requires us to be present, and that takes practice, but we don't have to do anything else. We don't have to advise, or coach, or sound wise. We just have to be willing to sit there and listen.*
>
> **Margaret J. Wheatley**

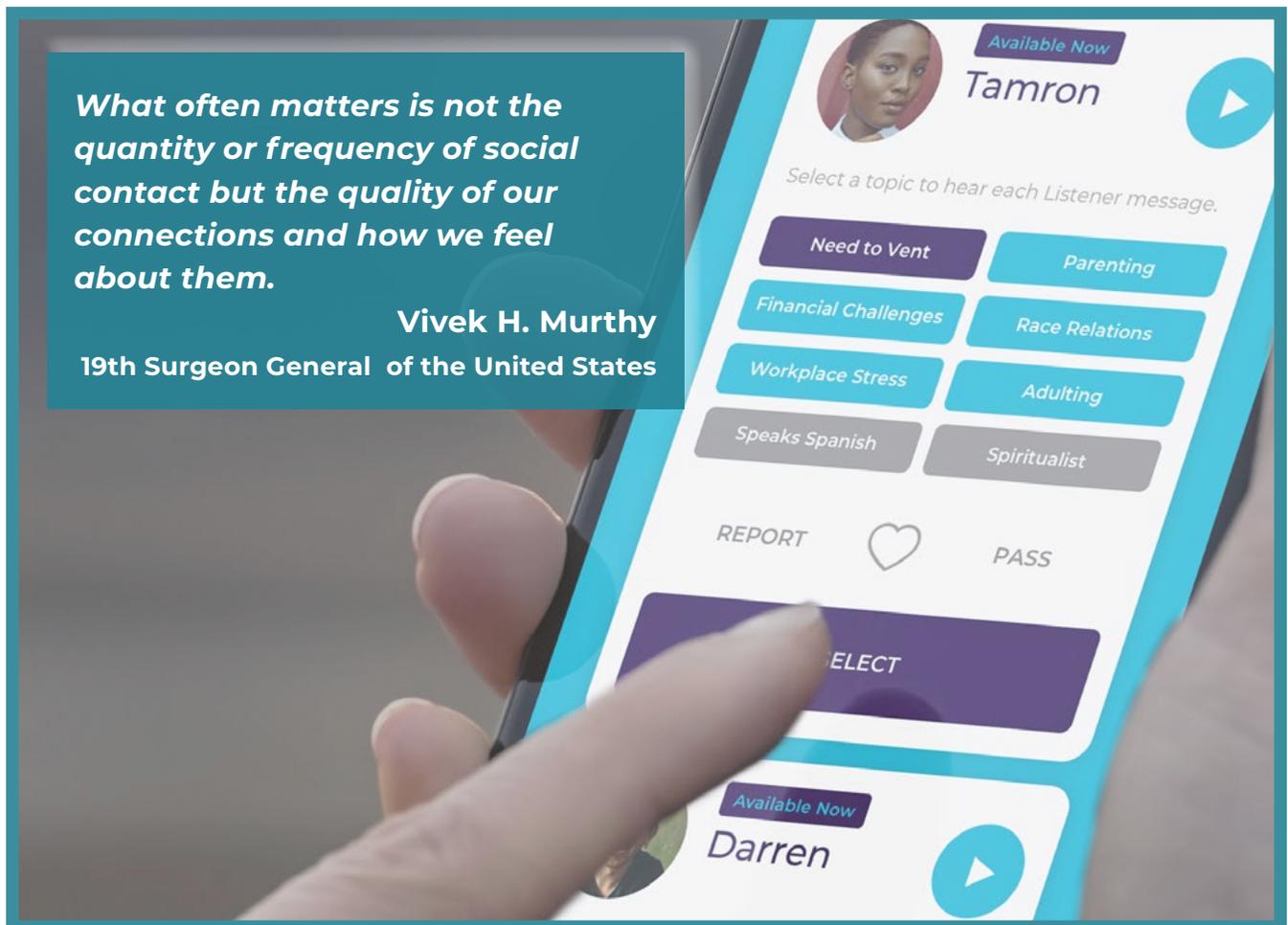morphii

Introducing Listeners On Call.

Listeners On Call is committed to connecting anyone, anywhere, anytime with someone who shares a related personal experience and is ready to listen in a non-clinical and anonymous setting.

Listeners are exactly that, they aren't there to coach or counsel–but to make Callers feel heard. By facilitating the match of Callers and Listeners, LOC's aim is to positively impact the emotional state of Callers whether they are struggling with isolation, challenging family dynamics, stress, or just need to vent.

What often matters is not the quantity or frequency of social contact but the quality of our connections and how we feel about them.

**Vivek H. Murthy**
19th Surgeon General of the United States

morphii

Measuring Listener Impact.

To ensure that their Listeners are fulfilling the needs of Callers, LOC has partnered with **Morphii®** to understand the impact of their service on Callers–recognizing that they (LOC) need to provide an **engaging and scientifically validated** measurement solution that allows Callers to provide **authentic expressions instead of an ambiguous rating** (e.g., star or Likert scale response) surrounding what they are **feeling (their disposition)** at the time of the call.

Morphii is integrated into the LOC web/mobile platform to capture Callers' positive or negative disposition, as well as the intensity of that disposition, before and after engaging with a Listener.
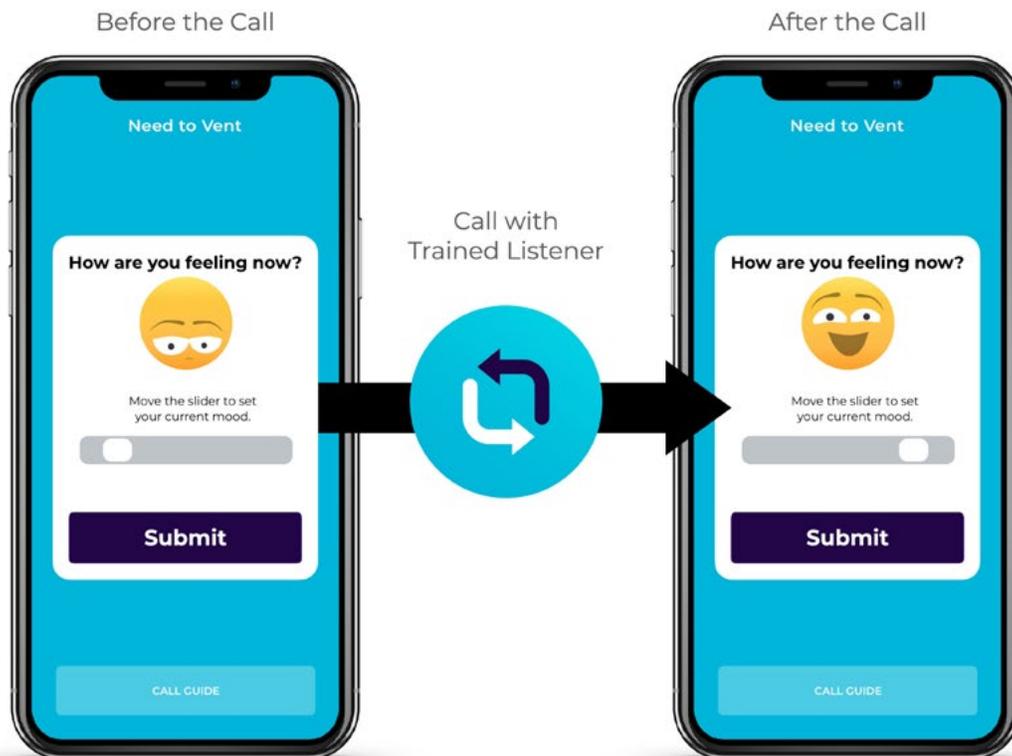
Callers use Morphii to express their disposition on a dynamic scale ranging from intensely negative to intensely positive emotional states, pre- and post-call to determine the precise Impact of their interaction with a Listener.

The Study.

A random sample of 125+ LOC Caller Experience Records (with a call time greater than 3 minutes) were analyzed to understand the impacts of the platform's Listeners on their Callers with regard for:

- **Call Length** and **Impact Scores.** LOC developed an Impact Score model for calculating and categorizing Listener Impact on Callers to serve as a baseline metric for understanding Caller Improvement and Listener performance. Impact Scores are calculated by multiplying the delta between the pre- and post-call Morphii measurements by a factor of 150, resulting in the following Impact Score categories:
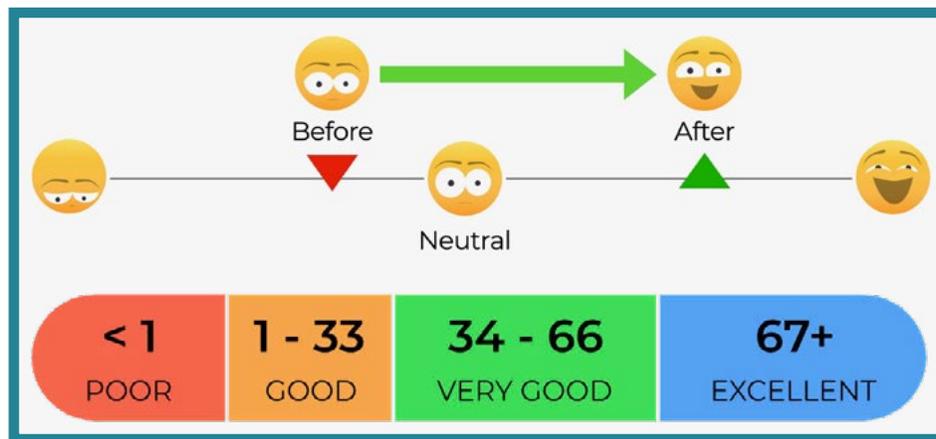
- **Disposition/Intensity Segments:** To understand what underlies variations in Impact Scores, Callers were segmented into groups (based on pre- and post/call Disposition/ Intensity as reported by Morphii), establishing whether they:
    - Stayed Negative
    - Transitioned from Negative to Positive
    - Transitioned from Neutral to Positive, or
    - Stayed Positive
- Trends relating to **Improvement in Disposition/Intensity** (using Raw Response Data from Morphii): The delta between pre- and post-call Disposition/Intensity ÷ original pre-call Disposition/Intensity **=** Improvement in Disposition/Intensity

morphii®

Findings - Baseline Stats

The following observations across all call Topics/Callers provide a baseline for comparison:

Avg Call Time:	Avg Impact Score:	Improvement-Disposition/Intensity:
28.1 minutes	**67.6**	**115%**

More in-depth observations were made within 3 Call Topics that had 25 or more Callers (**Isolation/Loss; Stress; Need to Talk/Vent**) in terms of how Call Length influences Impact Scores.

Isolation/Loss

Stress

Talk/Vent
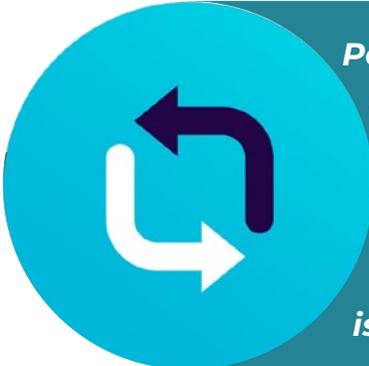
Positive changes in Disposition/Intensity are commonplace across all Callers and Call Topics, yet it is the Rate of Disposition/ Intensity Improvement that is most stunning.

morphii

Findings - Call Length & Impact Scores.

While the overall average call length clocked in at **28.1** minutes (see fig. 1), Morphii deduced that Listeners achieve **maximum impact on Callers between 18 and 20 minutes.** Beyond **20** minutes, substantive improvements in disposition were not discernible.

Within the three main thematic categories, Impact Scores outpaced the average when the reason for the call became more specific, despite averaging shorter call times.

Fig 1: IMPACT SCORE and Call Length

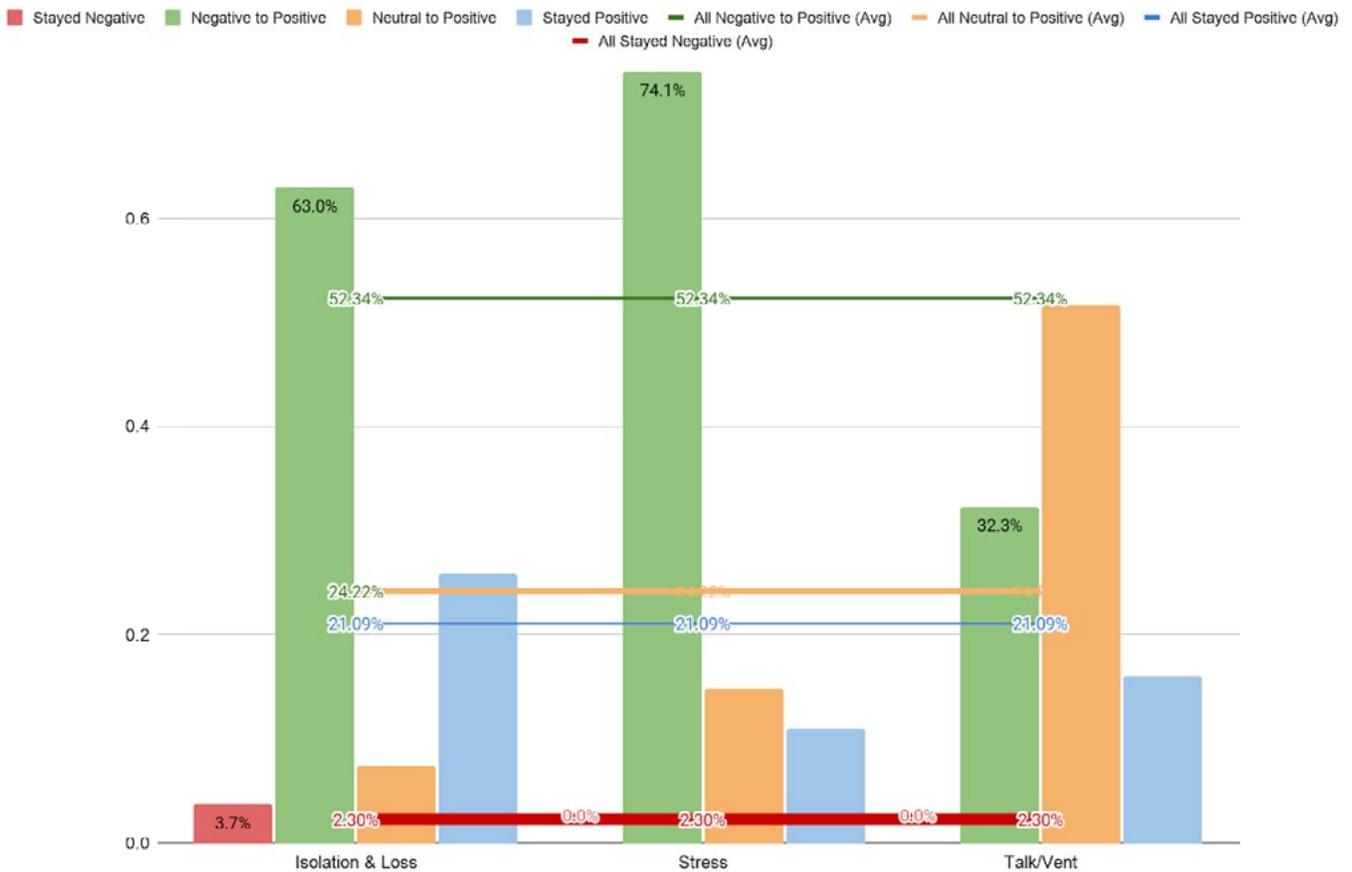morphii

Findings - Disposition/Intensity Segments

More dramatic changes in Caller Disposition/Intensity drive higher Impact Scores and underscore the strength of the platform. As such, Callers were segmented into the following groups to highlight LOC's effectiveness at maximizing positive influence (listed in ascending order of impact):

- **Started and Stayed Negative**
- **Started and Stayed Positive**
- **Transitioned from Neutral to Positive**
- **Transitioned from Negative to Positive**

Stress Callers reported the greatest Impact Scores because they **transition 74.1% of Callers from Negative to Positive**—the greatest possible change.

Talk/Vent Callers reported lower than average Impact Scores (although still "Very Good") precisely because **67.7%** reported a pre-call Disposition/Intensity that was already Neutral or Positive. **It is significant, and a testament to Listeners, that all Talk/Vent Callers reported positive improvements.**

Fig 2: Disposition Change Per Theme

Findings - Improvement Disposition/Intensity.

Looking at Raw Morphii Disposition/Intensity Data allows us to calculate the degree to which Disposition/Intensity actually improved for Callers, overall and within each group.

Overall, Callers reported a 115% Improvement in Disposition/Intensity from pre- to post-call. (see Fig. 3)

Callers identifying Isolation/Loss as the reason for seeking Listeners reported an average improvement of **151%**. Strikingly, Callers seeking Listeners to cope with Stress demonstrated a **184%** improvement. Finally, Callers who did not designate a specific topic, but who simply needed to Talk/Vent averaged an **89%** improvement from pre- to post-call.

Fig. 3: Percent Improvement in Disposition/Intensity per Topic vs. Overall Average

morphii®

Findings - Summary.

Callers who identify more specific reasons for reaching out achieve more meaningful Improvements in Disposition/Intensity, and thus, higher Impact Scores–while requiring less time with Listeners.

97.7% of all Callers reported a positive Improvement post-call, with an overall average rate of Improvement of Disposition/Intensity at a remarkable 115%.

	Avg call time:	Avg Impact Score:	Improvement-Disposition/Intensity:
Isolation/Loss	**23.8 minutes***	**72.5****	**151%**

* 4 minutes fewer or 15% less than the overall average
** 7% improvement over the overall average

Stress	**26.7 minutes***	**80.6****	**184%**

* 5% shorter than overall average
** 19% improvement on overall average

Talk/Vent	**31 minutes***	**63.1**	**89%**

* 10% higher than overall avg

morphii

Opportunity.

Powered by the gig-economy, Listeners On Call bridges a gap in services that are needed now more than ever. LOC acts as a hub to identify, organize and present the experiences of millions of caring individuals who are willing to listen–connecting Listeners and Callers based on their shared experiences–wherever and whenever they're needed.

On a grander scale, LOC isn't only a tool for individuals to connect, it can also be an asset in professional settings–**providing proactive, anonymous, impartial, non-clinical support to the workforce.** ... After all, "**feeling heard**" is among Gallup's core principles for measuring employee engagement. In fact, a study from Salesforce indicates that:

> **Employees who feel their voice is heard are 4.6 times more likely to feel empowered to perform their best work**
> **Forbes**

LOC provides value for organizations large and small, profit and not ... providing a Listener instead of a "healthcare service," to stimulate happier, healthier humans. The repercussions aren't just temporary improvements in the disposition of Callers or rewarding and profitable work for Listeners–participants reap the collective benefits of feeling connected.

Listeners ON CALL   **morphii®**

morphii®

Looking Forward.

Intensity, a new class of data, improves the predictive accuracy of categorical experience data. In Q1 2021, Morphii's research team will continue to publish findings, including updates and additional insights regarding Listeners On Call.

In the meantime, we hope you will check out other recent studies here:

morphii	morphii	morphii
>60%	**50x**	**2-4x**
improvement in predictive accuracy over experience type when combined with intensity measure	more effective at identifying negative behaviors than likelihood to recommend	more effective at inspiring open-ended feedback

morphii

morphii®