



Leveraging consumer-grade technology engages 82% of registered employees in the personal pursuit of wellbeing

With an international workforce of over 70,000 employees across more than 200 locations worldwide, a U.S.-based legacy airline carrier places a strong focus on their people — culturally emphasizing global diversity, inclusion, and holistic wellbeing.

They strive to offer benefits that make an impact on all of their employees, from call center representatives working at sales offices to flight crews traveling around the world and airport-based tech ops engineers and baggage handlers. Their General Manager of Global Health & Wellbeing describes the evolution of their corporate wellbeing program as increasingly prioritizing consumer-grade technology and virtual access that sends the message, “We care enough about you to provide you with the very best products and experience.”

“ Wellbeing is having its moment!”

— *General Manager of Global Health & Wellbeing*

“ We realized really quickly that Grokker could build something that could grow and innovate with us.”

— *General Manager of Global Health & Wellbeing*

The company’s HR organization discovered Grokker in 2018, recognizing early on that it offered a more comprehensive solution than their existing tool, an “incentives engine” that offered very basic educational wellbeing content and lacked the functionality required to meet the changing, large-scale needs of the carrier’s diverse and dispersed, mobile workforce. Realizing that Grokker could grow and innovate with their changing needs, the general manager notes the importance of the availability of digital programming in all areas of wellbeing, including financial wellbeing.

With respect to vetting a new vendor, the HR team was able to get expeditious approval to purchase Grokker outside of the company’s usual budget cycle based on the strength of its global value proposition and existing relationships with enterprise-level clients. “Technically, I could tell Grokker was much more advanced,” adds the general manager, attributing much of Grokker’s appeal to its strong technical foundation. “There were single sign-on capabilities to directly integrate Grokker with our internal social media platform, enabling us to continue expanding engagement into the social realm.” Additionally, the solution quickly survived the process of “passing” supply chain, legal, and IT scrutiny, while easily meeting all GDPR compliance.



Workforce enjoys sharing in wellbeing engagement success

In 2020, 82% of the carrier's registered Grokker users were actively engaged on the platform. Humanizing powerful metrics like these is the more qualitative, peer-to-peer feedback that the HR team is most excited to share with the C-Suite and employees. "Our internal social media has really taken off. We see how much people are enjoying Grokker — and it comes up all the time," the general manager reports. "People post what they're doing, and they love to hear stories," she says. "If someone hears a colleague is using this and it's successful, they'll think, 'It will work for me too!'"

Today, the company is transitioning its entire health and wellness initiative onto a new platform, and Grokker is a large part of the rollout. "Having a tool that's accessible and engages our diverse employee groups across all areas of wellbeing has been incredible. In hindsight, we had the foresight to have this virtual option because as Covid-19 hit and fitness centers closed down, vendors were reaching out to us with a la carte solutions for boot camps, mindfulness, and nutrition programs, but I was able to say, 'We don't need additional pieces. We already have Grokker!'"

About Grokker

Grokker is the award-winning wellbeing engagement solution that empowers employees to take control of their physical and emotional health with personalized programs and a caring community of experts to encourage them all along the way. Grokker's proprietary whole-person approach integrates and inspires with its proven method of connecting employees to colleagues and content. No matter where they are, Grokker supports the entire workforce so they can maintain physical fitness, eat better, sleep more soundly, address their emotional health and calm financial stress.

Trusted by industry leaders, including Pinterest, Delta Air Lines, Pfizer, eBay, Mandarin Oriental Hotel Group and Domino's, Grokker's modern, affordable solution builds happier, healthier and more resilient workforces. Learn more at www.grokker.com.

Employee Testimonials:

"I love the versatility—from cardio to stretches specific to aching body parts, to flexibility via whole body stretches and yoga, to awesome cooking and shopping tips, mindfulness and mental health topics, and even specific actionable steps regarding finances and financial mindset. I love the self-accountability and motivational aspect of tracking my 'streaks.'"
— *corporate feedback*

"I love, love, love your perspectives on life, and what's important in life. Thank you for this great guidance and these good self analysis tools. I will be using them!"
— *from Moving Forward From Burnout by Catherine Wikholm*

"I'm working this program into a daily routine because I am feeling and seeing the benefits. See you tomorrow! Thanks!"
— *from Mobility For Joint Health by Angela Dela Cruz*

"I have been using Grokker since it came out, but since Covid-19 I have been using it more regularly. I had a personal trainer and Grokker replaced her, which saved me a ton of money."
— *corporate feedback*

"I'm starting to share these videos with friends and co-workers because I see putting them into practice works. Thanks, Manisha!"
— *from Saving For Emergencies by Manisa Thakor*