



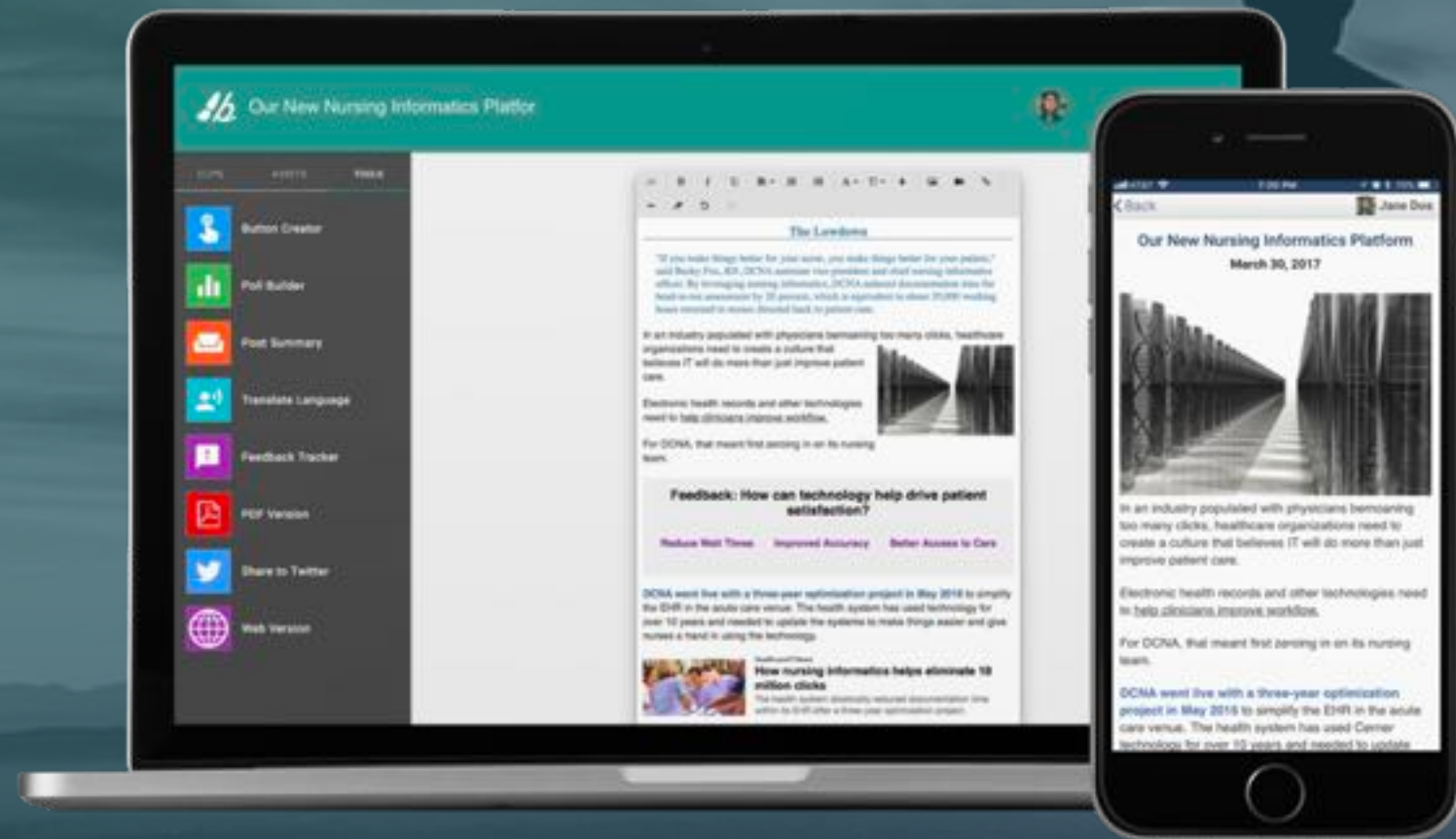
backstitch

Client Case Study

2,700 Hourly & Salary Employees

EMPLOYEE ENGAGEMENT: backstitch

Creative Tools to Easily
Develop Engaging Content



*Surveys, Newsletters,
Announcements, and More.*

Published to New &
Existing Channels



*Automatically Curated to
Each Employee's Needs.*

Reports on Trending Topics
& Employee Engagement



*Connect Feedback
to Behavior.*

How The Client Defined Success:



INNOVATION

*Be a helpful resource
for employees*



ENGAGEMENT

*Make employees feel a
part of the company*



AWARENESS

*Increase understanding
of offered benefits*



COMMUNICATION

*Deliver the “wow” factor
and surprise employees*

How The Client Measured Success:



ADOPTION

Drive app adoption across both hourly and salary populations.



PARTICIPATION

Increase enrollment in programs such as wellness challenges.



MEASUREMENT

Collect data to compare benefits appreciation vs utilization.

Project Timeline:

August 3, 2017

● **Project Kick-Off Meeting**

September 14, 2017

● **Core Team Review**

October 5, 2017

● **Pilot Launch**

October 16, 2017

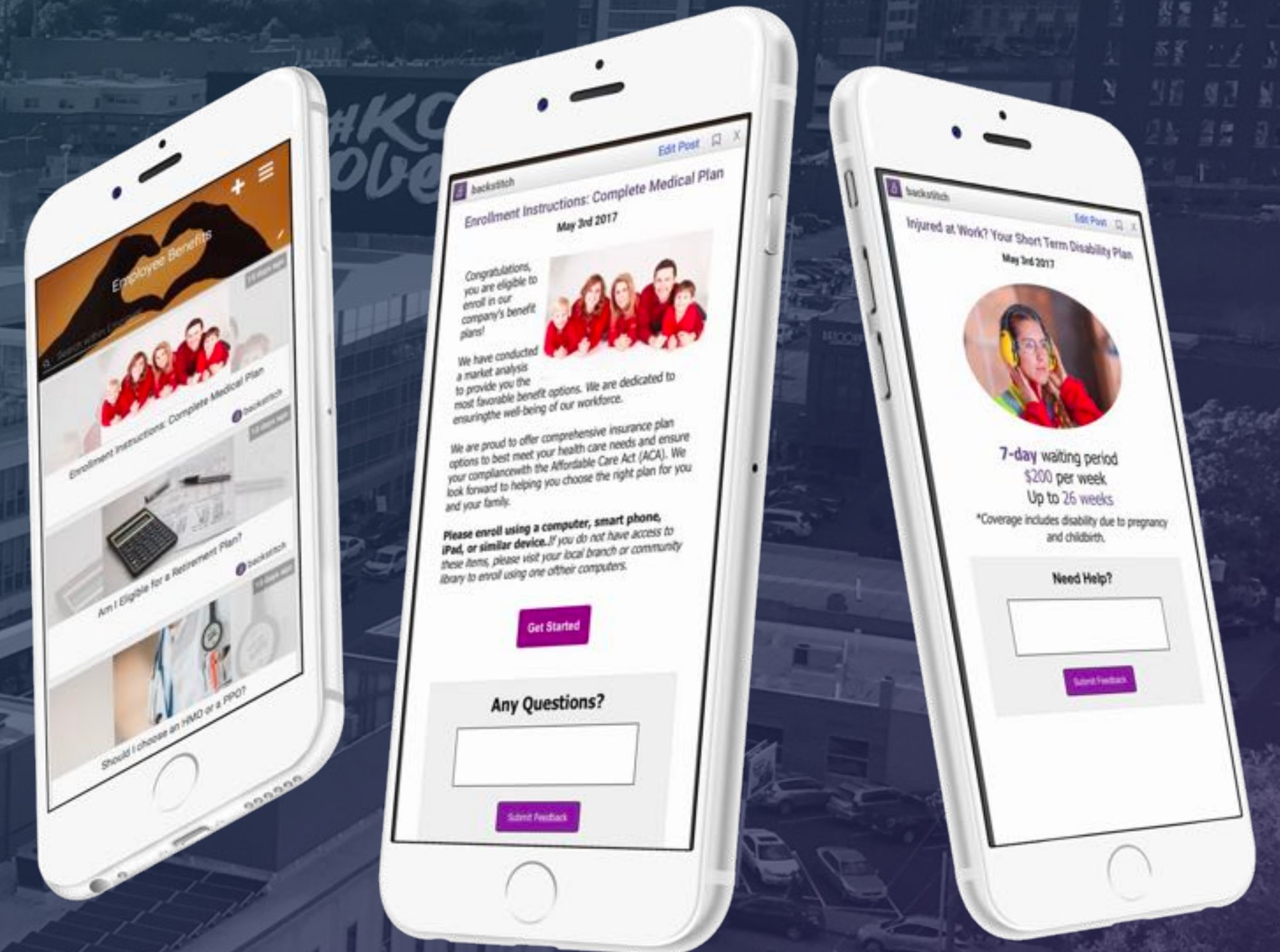
● **Employee Launch**

January 29, 2018

● **Wellness Campaign Kickoff**

April 12, 2018

● **Financial Literacy Campaign Kickoff**





- ✓ **2,757** members reached
- ✓ **109,471** views of content
- ✓ **3,510** “calls to action” clicked
- ✓ **1,811** app downloads
- ✓ **85%** push notification opt-in



✓ **3x Increase** in viewings of benefit videos

✓ **130% Higher Participation** in Wellness Challenge over previous record

✓ **26% (Hourly) and 19% (Salary) strongly agreed** (*highest score possible*) the app was valuable to learn about benefits for 2018

✓ **a higher percentage of employees** gave the app this score than who gave it to videos, newsletters and their own supervisor!