

CASE STUDY - BANKING & FINANCIAL SERVICES

Call center pilot and third-party integrations drive engagement

CLIENT SUMMARY

- > Banking and financial services
- > 42,000 U.S. employees
- > More than 900 locations

KEY CHALLENGES

- > Greatest health risks: obesity and stress
- > Growing relationship and family stress
- > High medical costs

LESSONS LEARNED

Simplify. Make rewards easy to communicate

Reward. Offer a wide variety of RedBrick + third-party rewardable activities

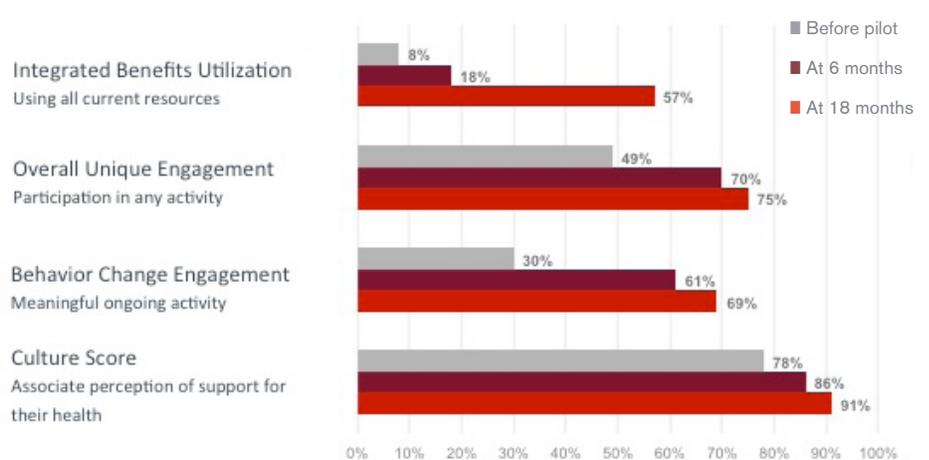
Blend. Offer digital + human experiences to achieve 2.5x the results

Support. Leverage leadership support for greater engagement

A global banking and financial services organization with more than 900 locations and 42,000 U.S. associates has been a RedBrick Health client for two years. Its goal to create a great associate experience impelled the company in January 2016 to jump from three vendors to more than 20 for a host of well-being benefits. It coupled this bold move with two unique vendor requirements: a two-day summit to accelerate vendor collaboration, and associate benefits fairs at more than 50 locations nationwide.

CALL CENTER PILOT

The client asked RedBrick in 2016 to help address a call center's prevalence of obesity and elevated biometrics. Working together, the client and RedBrick teams brainstormed ideas and then piloted a program combining live and digital interactions, wearables, leadership support and communications. Three RedBrick guides completed 200 in-person consultations over three days. "We had an amazing turnout," explains the RedBrick account manager. To generate excitement in an activity challenge, the call center's vice president offered Fitbits to everyone who tracked activity at least twice with RedBrick. "Over 200 Fitbits were distributed. It created a lot of buzz."



The significantly higher, sustained engagement, even months afterwards, caused the company to expand the program to additional divisions and its at-home workers the following year. As illustrated above, all success metrics advanced and the call center's culture score soared to 91%.

SIMPLIFIED REWARDS IN YEAR TWO

The client’s desire to simplify the program in the second year opened the door to incentive design changes that increased overall engagement. “The first year, participants had to complete both the health screening and the health assessment to earn their first \$50. That was a barrier to participation,” explains the account manager. This year, the 15-minute online health assessment is the only requirement to begin earning up to \$350. “We also configured activities monthly, so it takes at least seven months of fully participating to earn the full \$350.” Associate engagement was 26% higher in mid-2017 than in 2016. “Spouse participation is a big story too. It jumped from 2% engagement in 2016 to 9% in 2017.”

AWARENESS INCREASES WITH REWARDABLE “LEARNINGS”

Benefits awareness is onerous with a large, dispersed workforce. “The client challenged us: ‘How do we pull in participation from our health centers and programs like Weight Watchers and create incentives for people who are using these services?’” explains the account manager. “We created digital experience plug-ins for 11 third-party programs. The client calls them ‘Learnings,’ and participants can watch a video and earn five dollars. About 12,000 people did all of them. The activities significantly increased associates’ awareness of their benefits, so the client is looking to create new incented ‘Learnings.’”

CULTURE SCORE AFTER CALL CENTER PILOT

91% ASSOCIATES WHO BELIEVE THE COMPANY ACTIVELY SUPPORTS THEIR HEALTH

ENGAGEMENT INCREASED

26% HIGHER IN MID-2017 THAN IN 2016

Associates have enjoyed many successes with RedBrick’s help, including the following:

PARTICIPANT	HEALTH CONDITIONS	GOALS	REDBRICK SERVICES	RESULTS
	Daniel Already active with a desire to eat healthier	Improve diet and workout intensity	Activity challenge, RedBrick Journeys® and phone coaching	Pants size dropped two inches and stamina increased
	Ansu Overweight and felt exhausted after walking the dog	Eat healthier and increase physical activity	Weight management program at work and RedBrick Challenge	Shed 28 pounds over 10 months
	Cathy Recovery from knee surgery	Eliminate knee pain, eat healthier and lose weight	Activity challenge and Journeys, on-site gym and Weight Watchers at work	Lost 23 pounds so far, eating healthy, pain is gone and stopped blood pressure meds

Want to take your program to the next level? Interested in a demo? Let’s talk. Email us at info@redbrickhealth.com or call us at **855-776-5515**.