



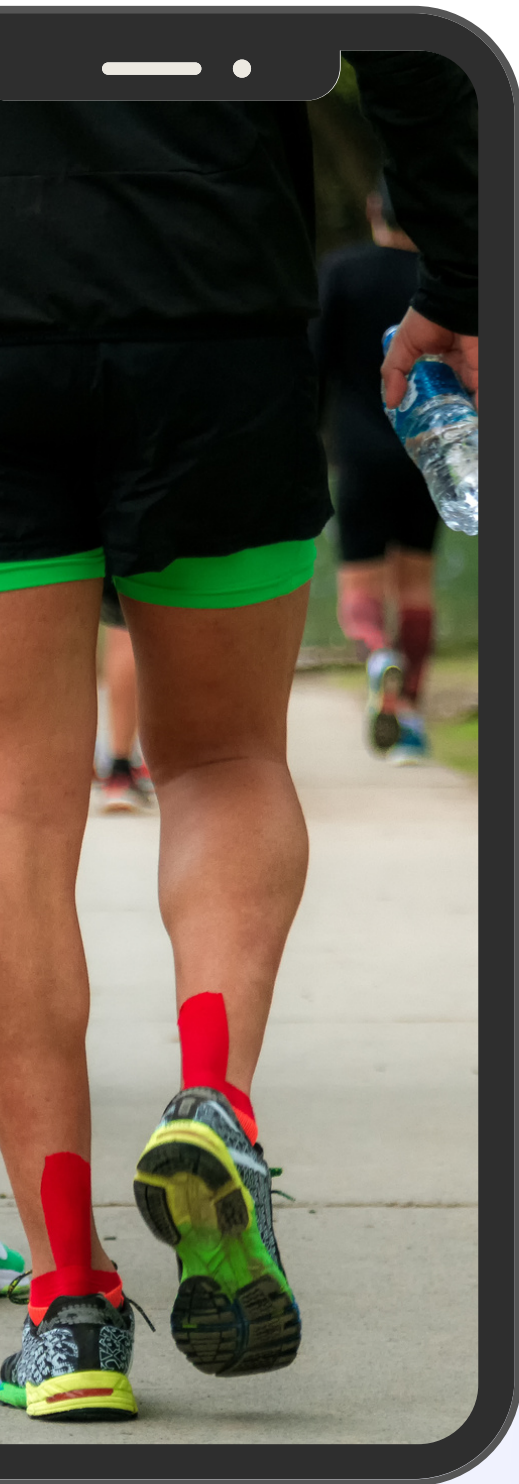
Case Study: ***Enhance Engagement*** ***With Wellness***

articulāte

Articulate, a fully remote SaaS company that develops leading creator platforms for workplace learning, supports employee mental, physical, and financial health with Wellness Coach.



wellnesscoach



THE MISSION & PLAN

As a fast-paced, growing company, Articulate's People Team recognized they needed a way to help employees better support employees' mental wellness while increasing employees' engagement so they could continue to grow and retain their valuable workforce.

Articulate partnered with Wellness Coach in July 2021. Through Wellness Coach's holistic and accessible mobile, web, and Slack applications, personalized 1-on-1 coaching, and fully integrated team-building wellness activities, Articulate saw an immediate utilization rate of 64%.

Engagement rates remained strong into 2022 as a result of continual strategic activities based on key program data, and a package upgrade to provide unlimited personal coaching sessions at no cost to employees. In 2022, Articulate's average engagement rate remains 52%+.

52%+

Ongoing
engagement rate

64%

Immediate
Utilization Rate

"The Wellness Coach benefit has been a true life change for our employees and by far one of our favorite benefits we offer! Our employees love that the benefit focuses on all aspects of wellness, from emotional, physical to financial wellbeing. The quality of the coaching is exceptional and our employees truly feel connected and supported by the Wellness Coach team."



Angela Kiniry
Chief People Officer, Articulate

ENGAGEMENT STRATEGIES



TEAM CHALLENGES

Articulate's program began with a company-wide team challenge. Through customizations, effective communications, and prize incentives, Articulate had nearly half of all employees participate, with 70% completing the entire challenge.

45%

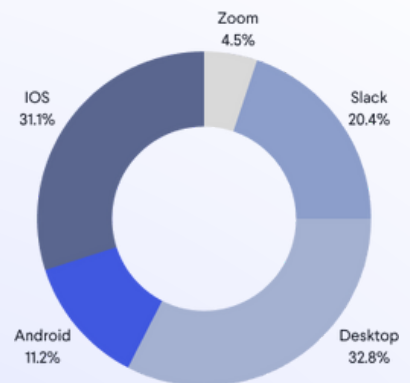
Challenge
Participation Rate

70%

Challenge
Completion Rate

ACCESSIBILITY

Wellness Coach offers multiple access points—mobile app, web, and Slack/Zoom apps—for convenient use at work and at home.



FRIENDS & FAMILY

Wellness Coach licenses include the ability for each employee to share it with 5 family members or friends to encourage employees to create personal wellness communities and remain engaged.

31%

Shared Licenses
with Family &
Friends

Articulate promoted this perk heavily and as a result 31% of employees have shared their personal licenses.

KEY DATA & RESULTS

96%

Average
Effectiveness Rate

99%

Positive ratings of
personal coaching
experiences

8M

Calories Burned

20k

Total minutes
spent in the
platform

125

Family + Friends
Registrations



EMPLOYEE TESTIMONIALS

★★★★★

"I use the app every day now and have shared it with family and friends. I love it, and the new job!"

★★★★★

"Meg is an amazing coach. She is positive, encouraging, and so funny!"

★★★★★

"Love (Coach) Corene's demeanor and approach - very relatable, comforting, and encouraging!"