

CASE STUDY

Schools Insurance Group delivers personalized wellbeing to a dispersed workforce



Grokker

Schools Insurance Group (SIG), a Joint Powers Authority, helps maximize insurance dollars for 29 school districts in California. Since 1978, they have used the combined size and strength of a united school community to provide affordable, high-quality programs in the areas of property & liability, worker's compensation, employee benefits, and wellness.

“Our 6,000 employees are part of different districts, which are separate entities,” explains Amy Gonnella, SIG’s Member Engagement and Wellness Manager. “We need to provide opportunities to help people ‘choose their own wellness’ for what makes sense in their personal journeys — at work, at home, or on the road.”

“We needed a wellbeing program that fits different people and where they are at with their own wellness, and Grokker helps employees define for themselves what they want to focus on and when they want to engage.”

Amy Gonnella

Member Engagement and Wellness Manager, Schools Insurance Group

“It’s easy to get people excited with Grokker!

It’s a benefit employees appreciate since they choose wellbeing activities that fit their personal lifestyle and interests.”

— Amy Gonnella

Member Engagement and

Wellness Manager,

Schools Insurance Group

Problem

With employees dispersed across multiple locations, SIG had to find an easy way to deliver a wellbeing program that was both accessible and engaging. “We knew we wanted something that would be turnkey, easy to use, and had a level of quality I could feel confident promoting out to our various districts,” Gonnella explains.

“The most important issue we’re struggling with is stress.” When it comes to finding time for wellness, she adds, “we’re all so busy all of the time — adding on more and more — and it’s hard to balance it all!”

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Solution

Gonnella learned about Grokker through a benefits consultant, and never looked back. “I was so happy with the caliber of programming and the fact that it gets refreshed so frequently — that’s just huge for me,” she says. The team took a strategic, phased approach to roll-out, introducing the app to a handful of select districts at a time.

“We’ve taken it slowly with our population because they’re not too tech savvy,” Gonnella explains. “We had to figure out the best way to get out there and promote it, taking it in stages so it’s not overwhelming.” They started with challenges and built on their messaging to promote the Wellness Quiz and Wellness Minutes.

“We have a champion in each district,” continues Gonnella, “and we make sure they know what challenges are coming up.” She counts on these individuals keep employees in their location informed, and trains them on how to provide engagement metrics and other feedback to help them improve their program.

Now in their third year with Grokker, the greatest business benefit is that SIG’s employees are more engaged. “We’re always trying to keep things fresh and encourage more self-care,” Gonnella says. “I’m not pushing out one program or style of wellbeing. People are at so many different places with wellness, and they can find what they are excited about and what benefits them.”

What’s more, Gonnella is thrilled with the high-touch service she receives from Grokker’s Client Success Team. “Krystal keeps bringing in little pieces to make my life easier,” she reports. “It’s such a good partnership. There’s nothing I’m not happy with and Grokker has been a great fit for us! It’s such a great benefit!”

Since introducing Grokker:

89% of employees feel that SIG cares about their health and wellbeing

64% feel more focused and productive throughout the day

58% have more energy for the things they love

51% have created sustainable healthy habits

About Grokker

Grokker is the on-demand wellbeing solution that employees love. The patented solution combines proprietary HD videos available anywhere, anytime, on any device, with the support of an active community where employees engage with experts and motivate one another. Whether launching a new wellbeing initiative or augmenting an existing platform, Grokker works to inspire employees and delivers real results.

