

CASE STUDY

Grokker

City of Greeley increases wellbeing while building a stronger employee community

The City of Greeley is a government agency that supports the development and civic infrastructure of this growing Colorado community. Located about an hour north of Denver, Greeley is a friendly town where anyone can feel as comfortable in a cowboy hat as a business suit. “Our city offers something for everyone and our employees work in a range of positions from police officers and firefighters to public works and administration, helping us sustain a high level of community excellence,” says Jennifer Cooney, Wellness Coordinator for the City of Greeley. “For our wellbeing program to be successful, like our city, we needed a solution that didn’t take a one-size fits all approach.”

“Wellbeing wasn’t at the forefront of our culture. With a lack of collaboration among coworkers, employees felt disconnected and unmotivated — it was time to generate some fun.”

Jennifer Cooney

Wellness Coordinator, City of Greeley

“Our employees developed new wellbeing habits and achieved their goals by participating in fun, unintimidating, and rewarding Grokker Challenges.”

— Jennifer Cooney
Wellness Coordinator,
City of Greeley

Problem

Coming on board as Greeley’s sole Wellness Coordinator, Cooney immediately recognized their online wellness platform wasn’t delivering on engagement to their 950 full-time employees. Digging deeper into the issue, Cooney soon identified several key components the system lacked: inclusivity, wellbeing content, personalized goal setting and tracking, and a social component.

Employee feedback further suggested high stress levels around finding time to go to the gym, difficulty participating while working nonstandard

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shifts, being in the field and never at a computer, and little enthusiasm and support for wellness initiatives centered strictly on monitoring fitness. Greeley's workforce needed a more robust program that offered content and tools that would get employees talking and working together at times that suited them best.

Solution

Working with Grokker's customer success team, Greeley's implementation took less than 45 days, and within one month, employees began their wellbeing journey with Grokker. Cooney attributes their successful employee adoption — marked by a 35% initial sign-up rate — to a combination of user-friendly accessibility and ongoing communications that simplified the process for program administrators.

Grokker's on-demand content is essential to addressing the diverse needs of Greeley's workforce. Flexible enough to support a range of interests while being accessible anytime and anywhere, it has proven to be the perfect solution for shift employees as well as those in the field and desk jobs.

Greeley's first Grokker challenge program generated that "instant fun" and sense of community they were looking for. Employees began earning wellness minutes, working toward rewards, and posting positive social feedback along the way, a component that had been missing in Greeley's past wellness efforts.

Grokker also allows Greeley to integrate its own initiatives into the platform, creating personalization for their employees in a way they hadn't been able to before. One well-received incentive was the opportunity for all full-time employees to earn PTO through the completion of Grokker wellness minutes, regardless of health plan participation.

With Grokker, employees now enjoy shared connections that are helping them increase health-focused activity and engagement across the workforce. And employees' enthusiasm and rising engagement numbers have made believers of Greeley executives. Managers have watched the buzz grow as employees thrive off of peer recognition and communication, despite rarely working together or having an opportunity for face-to-face interaction.

"We're all out there doing our various jobs, but don't always know how we work together," says Cooney. "Grokker helped us move forward as an organization connecting employees and building a culture rooted in wellbeing."

City of Greeley "Be a Better You" challenge results

50% sign-up rate
of participating
employees

Achieved 50%
completion rate

Highest performer
earned 2,000 wellness
minutes

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.

