



The Grokker Difference: HD Video Content

Exclusive, premium wellbeing content that will
delight and engage your global workforce



Grokker®

Introduction

A full 85% of the US internet audience watches videos online, so it's no wonder employers want to offer their workforce access to digital health and wellness resources. There is nothing more effective, more convenient or enjoyable than video to help engage employees in their personal wellbeing journeys.

Sure, employees can search online for wellbeing content — and if they search long and hard enough, they just might find the needle-in-a-haystack video that meets their needs. But where do they go from there? How do they know the vlogger is credentialed and giving safe advice? How can they connect this one video into becoming a sustained habit?

There are big downsides to the search-based video solutions your employees may be using:

- Videos are hard to find, and lack the wide variety of expert-led programming required to meet the specific needs and tastes of your diverse workforce
- Programming is delivered as a one-off video, rather than as part of an ongoing, trackable, and easy-to-participate-in program with built-in calendaring and reminders
- Content is often hosted by amateurs who aren't qualified
- The experience lacks personalization and customization for their interests, preferences, skill level, etc.
- Videos are not consumer-grade, meaning they are not professionally produced, may be low-resolution, won't scale for various screen sizes and audio outputs, aren't accessible from connected devices or streaming services, and won't delight your workforce nor motivate them to keep going
- All things considered, this user experience does nothing to encourage repeat engagement, let alone sustain long-term behavior change.

The Grokker Solution

Grokker's patented solution offers what no ordinary wellness platform can:

Highest quality video production — Patented, state-of-the-art HD videos recorded in stunning 4K resolution reflect professionalism and credibility for an exceptional viewing experience

"Something for everyone" variety — Over 4,000 exercise, nutrition, mental health, sleep, and financial wellbeing videos designed to delight employees regardless of their skill level, abilities, and goals

Series- and challenge-based — Videos are viewed individually or as part of one of Grokker's 100+ engaging goal-based series, varying from 1 to 6 weeks in duration

Expert-led — Up-beat, easy-to-follow, and motivating guidance, advice, and inspiration from credentialed health and wellness thought leaders from around the globe

Anywhere, anytime convenience — Globally dispersed workforces can access content via mobile app, browser, and streaming

Easy to find, easy to watch — Find-My-Perfect-Video search and filtering capabilities provide a familiar consumer-quality video experience your employees have come to expect

Personalized recommendations — Individual results from user's wellbeing quiz, along with their preferences and viewing history, inform the Grokker Smart Engine's customized video and programming suggestions

Community component — Users can do more than "comment" on content — they can track their progress and have the option to engage with their coworkers and Expert community for support and motivation

See What You're Missing

Employee needs and expectations are changing, and your approach to wellbeing benefits needs to catch up with their demands for more whole-person wellness. This means providing personalized digital tools with the widest variety of engaging HD wellbeing video that make their wellbeing journeys easy, motivating, and fun. In order to help every employee achieve their personal goals, you need an inclusive solution:



Holistic

video content on exercise, mental health, sleep, nutrition, and financial wellbeing



Community-based

to connect with experts and encourage employees in a supportive environment



On-demand

so a diverse and dispersed workforce can engage anytime, anywhere, and on any device

This aligns perfectly with the needs of today's HR benefits professionals, who are seeking:

- ✓ **Inclusivity.** Benefits, tools, and resources that fit the needs of every member of a diverse and dispersed workforce — in other words, personalized vs. "one size fits all."
- ✓ **Ease of Adoption.** Benefits, tools, and resources that employees actually want, use, and value, and that aid in recruiting and retention efforts, such as 24/7 mobile access and a social component.
- ✓ **Results.** Benefits, tools, and resources that make employees feel good and make measurable impact on key metrics, which can be viewed on user-friendly dashboards.

Grokker's patented solution offers what no ordinary wellness platform can: thousands of proprietary HD videos available globally on any device, supported by a community where employees engage with experts and motivate each other.

- **Large enterprise companies come to Grokker to augment an existing platform investment and improve user engagement with our wide variety of premium wellbeing videos.** Grokker quickly and inexpensively integrates to provide employees the personalized, holistic wellbeing content that was previously missing.
- **Companies just launching a new wellbeing component to their benefits program choose Grokker for its effective, easy-to-manage platform.** Along with personalized, holistic content, companies can launch their new wellbeing program and go live within 30 days at a much lower price point than a platform, and with low HR team overhead.

In addition, Grokker's online community lets program participants be as social (or as anonymous) as they want to be, while challenge, incentive, and motivational elements improve adoption and participation. Whether you're launching a new wellbeing initiative or complementing an existing platform with Grokker's exclusive content, our flexible solution will inspire your employees and deliver results.



Send us a question

wellbeing@grokker.com

Talk to our team

[408-876-0802](tel:408-876-0802)

Book a Demo

<https://go.grokker.com/book-a-demo>

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.