10 Things Your Employees Want in Their Workforce Wellbeing Program

Did you know that 61% of employees are more likely to accept a job with a new employer — and 59% are likely to remain loyal to their current employer — if health and wellbeing benefits are offered? What’s more, 55% have left jobs in the past because they found better benefits or perks elsewhere. Since your employee recruiting, retention, and engagement efforts depend on a winning workforce wellbeing program, you need to know what top talent expects in a solution — and where your program might fall short. Let’s go!

1 **PERMISSION**
   They need to know that their health and happiness matter to you — that their wellbeing benefits are your way of saying, “We care.”

2 **VARIETY**
   They want to enjoy a range of nutrition, exercise, sleep, mindfulness, and financial wellbeing resources to help them address whatever they need today, tomorrow, the next day...

3 **24/7 ACCESS**
   Employees are “connected” consumers who expect to tap into their digital content on any device, any time, any place: at work, home, or while on-the-go.

4 **FLEXIBILITY**
   Wellbeing is personal — people want to make it their own. They want you to factor in their feedback while designing their program.

5 **HD VIDEOS**
   People love streaming video: not only is it entertaining, but it’s a great way to learn and engage with their wellbeing program.

6 **PERSONALIZATION**
   Employees want a benefits interface that “knows” them and delivers information and content based on their preferences, engagement history, and goals.

7 **MOTIVATION**
   Creating healthy habits takes time, and people need ongoing encouragement to take small steps towards big change. Think gamification, incentives, and friendly competition.

8 **SOCIAL SUPPORT**
   People need people for support, new ideas, and inspiration — and communities built around wellbeing help shape healthy, share-worthy experiences.

9 **PROFESSIONAL GUIDANCE**
   Employees who want sound advice and great results want to learn from those in-the-know and get instruction and tips from subject-matter experts.

10 **FUN**
   If making healthy choices and building new habits isn’t enjoyable and rewarding, how can anyone stick to a program?

Is your program meeting your employees’ expectations? Check out the Infographic: **The 5 Pillars of an Effective Employee Wellbeing Solution** to learn more about what it takes to inspire and engage employees through improved health and wellbeing.

Send us a question: wellbeing@grokker.com
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