

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

Talk to our team: **408-876-0802**

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