



CASE STUDY

Fin-Health giant sees companywide increase in engagement

THE CHALLENGE

Playa was asked to build a solution for a financial and wellness company for approximately 9000 staff members. This platform would allow the company to run multiple challenges and promote financial, physical, social and emotional health. Our client wanted the challenges to be based on individual performance as well as team performance. The main emphasis was towards achieving a specific score by the end of each challenge.

It sounds simple, but there were challenges:

- 1 Financial organisations adhere to strict data protection rules which meant we did not have the following information:
 - a. No id numbers
 - b. No full first names or surnames
 - c. No gender information
 - d. No contact numbers
 - e. No email addresses
- 2 The client pre-assigned staff members into teams within their division.
- 3 We had no means of communicating with users directly once they exited the platform.

Given the rules and limitations, the engagement of 39% was already considered to be an extraordinary achievement.



F OUR SOLUTION

- 1 We asked that our client not configure teams before each challenge.
- 2 Users were given functionality to change their names to a name of their choice. Real names or nicknames were allowed, but had to be unique. This made users easier to find via the search function.
- 3 Users were given functionality to create and name their own teams. Friends could then be invited to participate in the challenge.
- 4 Finally, we asked our client to copy us on communications being sent to staff so that these communications could be monitored and so that we could verify that staff received all relevant platform communication.



F THE RESULT

Within the next challenge we saw an additional increase of user and team engagement to 77% as users found the solution a lot easier.

F KEY LEARNINGS



- 1 Understanding your participant base is absolutely essential to achieving target engagement levels.
- 2 Client data can have limitations due to POPIA, but with creative thinking, performance targets can be achieved.