



Fin-Health giant sees companywide increase in engagement



THE CHALLENGE

Playa was asked to build a solution for a financial and wellness client for approximately 9 000 staff members. This platform would allow the company to run multiple challenges and promote financial, physical, social and emotional health. The 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 phase.



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:
 - No ID numbers
 - No full first names or surnames
 - No gender information
 - No contact numbers
 - No email addresses
2. The client pre-assigned employees into teams within their division.
3. We had no means of communicating directly with employees directly once they exited the platform.



Given the client's data limitations, an engagement target of 39% was considered to be a good achievement. The Playa solution was able to exceed expectations.

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.



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.

THE RESULT

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

