

CASE STUDY

# The Ultimate Walking Challenge at Unilever GCC



Unilever



wellbees

## What will you discover in this success story?

- ▷ Unilever GCC
- ▷ The wellbeing case
- ▷ The implemented solution
- ▷ Critical interventions
- ▷ Key gains and metrics
- ▷ Overall results



### About Unilever GCC

Unilever GCC is part of the soap, cleaning compound and toilet preparation manufacturing industry. **It has 200 employees distributed across eight different locations.** Unilever GCC trusted Wellbees as its wellbeing provider to help its employees develop healthy habits. Our journey started with a cross-departmental step challenge.

### The well-being case

Before setting up a program, identifying the problem is critical. **The wellbeing squad** built during COVID-19 focused on creating new healthy habits for employees. Based on their conversations with different people, the wellbeing squad established a need for more socialising outside work and addressing wellbeing concerns. **To summarise,** the brief was to devise a solution that would trigger healthy habits and nurture new social interactions.

### The implemented solution

A 30-day step challenge across different departments with a total target of **240 million steps via Wellbees.**

#### The primary goals of this challenge were:

- To motivate** as many employees as possible to participate in the challenge, thereby creating more opportunities to socialise,
- To trigger** a call to action around wellbeing by encouraging physical movement,
- To motivate** employees to create new habits within an atmosphere of friendly and team-based competition.

### Critical interventions

According to studies on habit formation and behavioural psychology, there are two crucial factors if we want a behaviour to transform into a habit: **making the desired new habit as tiny as possible in the beginning and attaching a reward to the behaviour.**

On the one hand, to ensure we began with a tiny step, participants **only had to click "join" on Wellbees - as small as it gets!** Participants did NOT have to write down or journal steps, send them manually to HR, or wait until the results were posted. It all happened simultaneously thanks to the Apple Health & Google Fit, and Huawei Health integrations of Wellbees.

**On the other hand, the award was to donate** as many saplings as the steps employees recorded, creating a remarkable spiritual impact as employees saw themselves in the bigger picture of their communities and how they contributed to their prosperity aside from the interdepartmental race.

**In other words, our award guaranteed solid inner motivation.**

## Some of the strategies we applied to ensure the success included:

**Sending push messages** to the challengers,

**Sending notifications** to the first three front-runners on the Wellbees App during the challenge via emails and other communication channels,

**Sharing posts, mailings and notifications** with a focus on the impact created (the steps taken or the saplings planted so far) to attract non-participating employees into the challenge,

**Encouraging participators** to share their photos,

**Drawing support** from managers and leaders who also took and shared photos while walking.

**WE WALKED FROM TEHRAN TO ISTANBUL!**

Step challenge continues at full speed. We took **3,586,039 steps** totally, and that means we already passed Istanbul.

Lets's see top five!



Do you want to be in the top 5? Come on, download the app and **join the challenge!**



## Key gains and metrics:

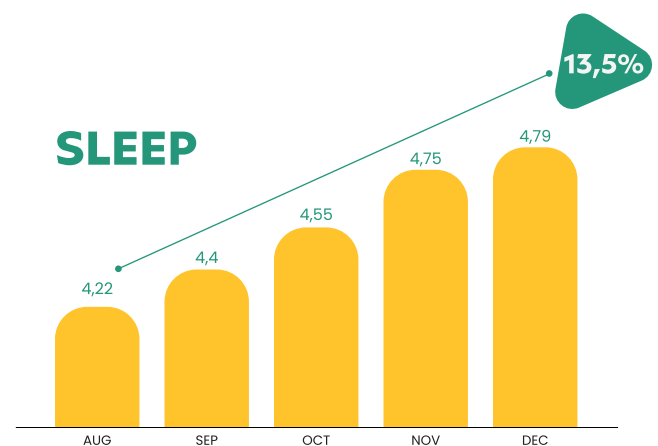
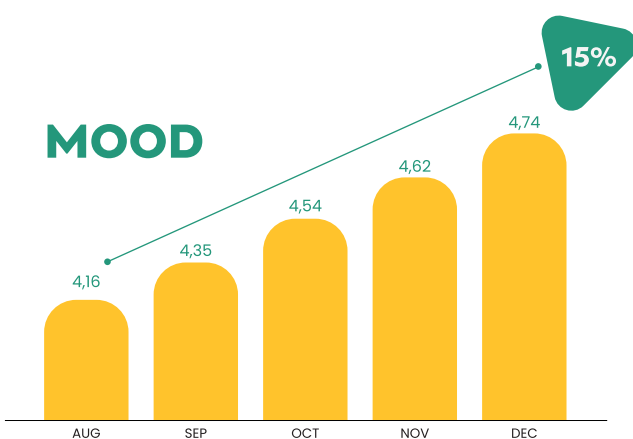
Unilever GCC observed significant improvements across key performance indicators.

**An 83% uptick** in the average number of steps across the organisation at the end of the 30-day step challenge suggests a positive impact on individuals' attitudes towards adopting healthier habits.

**38% more steps** than pre-challenge months indicate individuals' efforts to stick to their new habits.

Employees at Unilever GCC reported they enjoyed **more positive feelings** and **felt happier** (15% higher sense of feeling better) since they started collaborating with Wellbees. This figure indicates meeting a crucial goal because happier employees are known to be more productive, resilient and engaged in their work.

Employees at Unilever GCC also reported that their sleep quality **improved by 13.5%** over the months. High-quality sleep enables the body to be fit and ready for another day and **helps people to concentrate better.**



# Overall Results



Today, organisations increasingly realise the strategic importance of employee wellbeing programs because of their responsibility towards their teams as human beings and because of the numbers: thriving employees are **27% more productive, 54% less likely to leave the workplace**, and up to three times more engaged.

Through the Unilever GCC challenge, we focused on the physical and social wellbeing of the team. Here are some of the exciting results:

**83% more steps = constant change**

**44%**  
**install**  
rate in  
1 month

30-day  
race with  
**481 people**

**100%**  
**active**  
usage for  
2 months

Total  
number of  
steps taken  
**72.613.555**

Ready to turn the page on individualistic approaches to employee wellbeing?

Make a fresh start with us towards a wellbeing program that drives long-term change with personal and cultural transformations.



*Now, follow the Bee!*



wellbees

**bee better together**