

### CASE STUDY: Expertise in Action How Ecolab Built Engagement for a New Wellness Program

#### ECOLAB NEED

- **Introduce** and engage employees in a new wellness program
- **Align** communication strategy for the introduction around a dispersed and hard-to-reach workforce
- **Gain traction** quickly with introductory channels and communication



#### SOLUTION: bswift Engagement Solutions

- **Wellness Hub** created as publicly accessible focal point of the new program and resource center to integrate more than a dozen separate wellness vendor offerings
- **Multi-channel** communication strategy designed to funnel employees to the hub from where they are
- Combined **high- and low-tech channels** to evenly engage a dispersed – and partially non-wired – workforce.

#### IMPACT: Outcomes That Matter

- ✓ **Email open rates over 40%** – 2x industry benchmark; click-throughs to the site were 21% – 4x industry benchmark\*
- ✓ **Drove over 3,300 employees** to wellbeing program vendor pages\*
- ✓ **Public site traffic resulted in 5,000 page views**, exceeding expectations

