

IT'S NOT ABOUT PERFECT. IT'S ABOUT EFFORT.



Customer Success Summary



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Receptionist,
KREW Kaptain

In the Krowd Since:
2015

Number of Wins:
more than
140

Total Amount Won:
more than
\$40,000

Why were you looking for a wellness program?

We were looking for a light-hearted, fun program that would provide positive reinforcement for employees who choose to lead a healthy lifestyle. We knew that the right program would enhance employee engagement and foster camaraderie among our employees who are spread out in multiple offices in multiple states.

What were you looking for in a wellness vendor?

We were looking for a program that did not require a lot of time or money on our part - we were looking for the Easy button! Our benefits broker highly recommended KrowdFit!

What was the implementation process like?

Implementation was pretty easy. The KrowdFit folks had obviously done this before so they told us what they needed, we gave it to them and voila! Instant Wellness Program!

What was the employee adoption like?

KrowdFit provided marketing materials that we used to advertise the program. From the start, the model made sense to many of our employees so our more physically active employees (those who already led active lifestyles) adopted the program right away. Right off the bat, these employees started winning weekly meals giveaways. We announced the wins on the company intranet and that drew in more employees who weren't initially interested.

What business benefits have you seen?

KrowdFit is a wonderful wellness tool that has helped our employees improve their health & fitness. The program is a fun way to motivate members to tracking meals and activities so that they can make informed, healthy choices. A healthy employee is a happy employee! Overall, we have found the KrowdFit program to be easy to administer and cost-effective. We're getting the right bang for our buck!

BRINGIT™

The DOWL KREW has sponsored over \$8,500 in BringIT challenges for their members, with over 175 winners.