



Case Study – Fit for Life

Company: A leading player in the global technology industry.

The Business need

- Mandate to create awareness about health
- Deploy health testing in multi city – multi location
- Done by the client in the past at the cost of HR bandwidth

The Opportunity

The company had to create a strong and wide-reaching communication drives to reiterate its commitment to employees' health and welfare (*core message*).

The TFL Business Solution – Fit for Life

We suggested a course of action, using our health offering, Fit for Life. It involved:

- A communication exercise using various media (online, desk, work-floor, cafeteria).
- Sending options of activities, calendarizing the activities and executing the plan from start to finish.
- Weekly status reports with participation levels.

Execution

- Data was collected in the form of a questionnaire on health aspirations of the employees. This would serve as baseline data.
- Created hype with the communication exercise via microsite, mailers, health tips, posters and online competitions.
- Deployed the health testing exercise post a recce of the site, framing the flow of events and replicating the model in every location
- Program managed the entire effort and served as the nodal agency for all stakeholders (hospitals, facilities, HR and tech) at all locations.
- Formulated and executed the deployment calendar aggressively.
- A health database (anonymous data) of all tested employees was collected and collated.
- Tracked numbers through with fortnightly reports.
- Managed all vendors and payments.

Results

- 6,554 employees were tested (the employee base was 13,000).
- Saved bandwidth of all internal stakeholders.
- Documented all data in order to benchmark future efforts around health.