Case Study – Global oil and gas client

An email was opened, so what?

The Challenge

The client's wellbeing program deploys biweekly emails to educate employees about health and wellness and to promote wellness activities tied to earning points, which is needed to remain eligible for their medical insurance plans. While email open rates showed employees were viewing the messages, they provided no insight into whether the content was valuable, relevant, or motivating employees to act. Without direct feedback, communication decisions were based largely on assumptions rather than employee needs.

The Solution

To better understand employee preferences and program effectiveness, I developed and implemented a survey and embedded it within emails. Over a six-month period, the survey collected both quantitative and qualitative feedback from approximately 400 employees. The results provided insights into content preferences, employee motivations, and opportunities to improve both communications and the wellbeing program itself.

The Outcome

The survey revealed that 85% of respondents valued the email content, but expressed a desire for more advanced, evidence-based wellness information and greater promotion of point-earning opportunities. These insights helped refine communications strategy. Employee feedback also revealed that many participants (who easily earned the required points) were seeking greater value from the program after meeting their annual goal. This insight created an opportunity to evolve the program's experience beyond incentive-based participation. Shifting from only relying on email open rates to employee-driven feedback, resulted in a more targeted communications approach and a stronger connection between employee needs and program design.