


Case Study

Corporate Wellness Programs

Here at FitIncluded, we make it our objective to answer any need your corporate wellness program could possibly have, in addition to having an affordable price point. We believe we have created the ultimate product for all corporate wellness programs.

reflex
Fitness Tracker
© FIT INCLUDED



"The President of our company said that people have come out of the factory and thanked him for this product. He said that has never happened before, except with bonuses."

- Megan Lindberg, Vice President of Administration and General Council, FBD

Frozen Beverage Dispensers

FBD designs and manufactures the most innovative frozen beverage dispensers. They are the frozen beverage dispenser industry leader with customers in a variety of business segments, including convenience stores, quick service restaurants, movie theaters, military bases and theme parks. Many of the best known global frozen beverage brands depend on FBD for their Frozen Beverage Dispenser needs.



"We've had several wellness initiatives that have failed in the past - from assessments, to challenges, to seminars - but the Reflex has well exceeded all of those and has been a very positive initiative for our company."

- Megan Lindberg, FBD



Frozen Beverage Dispensers

EVERYONE LOVES FROZEN™

FBD's objective was to find an affordable and effective solution to the previous wellness programs they have done in the past. Last year, FBD participated in a step contest. They passed out cheap pedometers to each employee. Some people used them, others used their phones, fitbits, etc. The complaint was that they were not all on the same platform. It was based on the honor system, which made it difficult to get an exact, real number. Each week they would have to manually insert each person's steps into a spreadsheet. Lindberg says, "It was just a whole host of human errors that kept occurring. We wanted to give people a tool, not only to track their steps easier, but one that was consistent and reliable. That's when we were introduced to the Reflex."

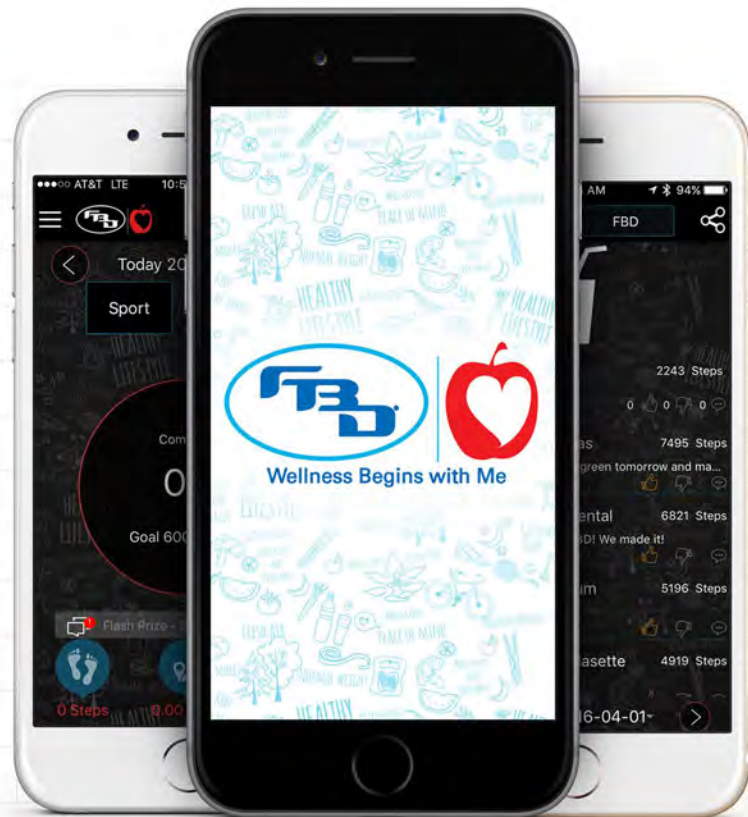


When FBD approached us saying their biggest challenge was self-reporting and keeping track of steps, we knew the Reflex would be a great solution. "1. The Reflex is a great price point and great product. 2. It could be branded with our logo rather than the device's brand. 3. The backend support has been great and we are able to collect so much more information through the app."

-Lindberg, FBD

Reflex Activity Tracker

The backend support and custom app that we provide was exactly what FBD needed to launch their corporate wellness program. We set up a password protected group, where they were able to customize 8 different places in the app. When asked what her favorite feature was, Linberg told us, "I love the FBD page. It's so cool that everytime I open the app our FBD logo appears. One thing that exceeded my expectations, was that people can post comments inside the group. It makes it fun and gets everyone involved." Before the Reflex, FBD had a hard time communicating with their employees who were without a computer. Now, they can send a message on the app and everyone will receive it. "I don't know any other company or product that can do all of this. The Reflex has every feature we were looking for." - Lindberg, FBD



CHALLENGES

- Needs an affordable corporate wellness program
- Self-reporting and keeping track of steps
- Everyone using different devices and getting inaccurate results

SOLUTIONS

- Introduced the Reflex Activity Tracker and FitIncluded App
- Each employee is using the same technology and counting technique
- Using the customized app for accurate results and employee communication

RESULTS

- Launched a successful wellness program that everyone loves
- Seen a new level of employee engagement & participation
- Being able to communicate to all employees through the customized app



What is the Reflex?

A one size fits all, water resistant, bluetooth fitness tracker. Track your wellness activity, monitor your sleeping phases and give you everything you need to keep yourself in shape. The key to all corporate wellness programs.

Features

- *Track Steps, Calories Burned, Distance Traveled*
- *Track Sleep Duration & Type*
- *Track Steps - Weekly & Monthly Trends*
- *Set Step Goals based on your BMI*
- *Vibration Alerts - Activity Reminder, Alarm Clock, Achievements & More*
- *Competition Mode - Compare your performance against friends*
- *Setup Personal Profile*
- *Share your results on Social Media*

Reflex Wellness

Our Group feature allows users to create custom groups. This group can be password protected, so not just anyone can join. Once you join the group, you will see seven different logo customizations, gain access to unique group leadboards, send comments and chat with other group members and have direct links to your website all within the app. You can also use our notification feature as a better way of communication within the office.

Corporate Wellness Program

With each group comes one corporate admin login. The admin will have the ability to manage all the logo customization, view all users in their group and download all the daily step totals. Fitness bands are on the rise, in households and corporate environments. Our FitIncluded line has a variety of wearable tech products that are great for any wellness program. Our customized group feature is specifically geared towards employee participation. We feel that the Reflex is the solution to all challenges that a corporate wellness program will ever face, in addition to having an affordable price point.