GOOMI GROUP

CORPORATE WELLNESS CONCIERGE

HR DIRECTOR CASE STUDY

Goomi Group provides customized wellness solutions to help HR departments build a wellness program that is tailored to address the specific needs of their company's employees, community and culture.

Twenty twenty was a whirlwind of uncertainties, and the universal experience was the disruption of "business as usual." In the turn of a few calendar pages, companies and organizations across the U.S. suddenly needed to move health and wellness benefits into the virtual space. With no playbook to go on, many looked to their wellness partners for help. One leading Los Angeles-based company reached out to Goomi Group in the Spring of 2020 to help them with this transition.

THE CLIENT

Founded in 1998, the client is a sports marketing and talent management company based in Los Angeles, California. The client prides itself on its exceptional company culture—one built by hiring the most talented and passionate people from all backgrounds and experiences.

CHALLENGE & GOALS

When the client approached Goomi, they had two clear goals in mind.

First, they wanted to implement a corporate health and wellness program for their robust staff—1500 employees to be exact. At face value, that may not seem hard to do, but when you're talking about that many employees working in multiple offices, logistics is just one of many challenges when rolling out a health and wellness program; things can certainly get tricky.

Second, as Covid was picking up steam, the client noticed an uptick in the number of employees taking medical leave as a result of anxiety and depression. Realizing that the pandemic was having a palpable impact on their people, the client wanted a health and wellness program capable of addressing their employees' mental health concerns.

The client knew early on that there were many avenues of approach when it came to helping their employees. But with so many people, personalities and mindsets, the beginning proved to be the hardest part.

SOLUTION

To move the needle in the right direction, the client, in partnership with Goomi, used an internal survey to take the pulse of their staff. With all of the possibilities in front of them, this was the best way to determine where their focus should be.

Once the results were in and the client was armed with a list of the activities and programs their employees preferred, they engaged Goomi to create and implement an employee-centric corporate health and wellness program.

With a solid understanding of the company demographic and culture, Goomi made program recommendations to the client, which they quickly rolled out to the client's staff.

Goomi's program for the client included a great combination of meditation, massage events, educational seminars, nutritional consultations, cooking demonstrations, and financial wellness presentations.

RESULTS

Today, every employee is aware of the client's health and wellness program, but, more importantly, they are actively engaged with it. Moreover, the number of participants in the client's fitness and wellness programs has grown and continues to do so.

However, the biggest win for the client is a marked decrease in absenteeism and a significantly lower number of employees requesting medical leave.

The world continues to turn, life looks drastically different than it did two years ago, and Covid is still top of mind for many. But with a solid wellness program in place, the client feels that through their partnership with Goomi, they have given their staff the tools and resources to adapt and overcome.

WHY DID THE CLIENT CHOOSE GOOMI?

While the client looked at other vendors, they ultimately chose Goomi, because as they put it, *"At the end of the day, you feel like Goomi is very much committed to you. They're like a family, and we feel very comfortable reaching out to them knowing that they will take care of everything from A-Z."* The Goomi team was extremely responsive and helpful. The client even noted that as Goomi expanded its portfolio of services, the agency expanded its offerings to the client without missing a beat.

Like many other Goomi clients, the client likened Goomi to a one-stop shop for everything you need in a corporate wellness program.

"If we didn't have Goomi as a partner, we couldn't have brought this program to where it is today. They've given us all the resources that we need to be able to plan events across the world and have made this program really wonderful."

ABOUT GOOMI

Goomi Group is a woman-owned global corporate wellness provider offering the broadest selection of live and digital programs. Wellness is not a “one-size-fits-all” solution; that’s why Goomi creates a personalized concierge experience for each of our customers. Our programs are flexible, affordable, and easily accessible. At Goomi, we imagine a world where every company offers a corporate wellness program to employees.

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