



## Customer success story



### Company: ING Group

- ING Group is a Dutch multinational banking and financial services corporation headquartered in Amsterdam.
- [ing.com](http://ing.com)

### Background

ING Group offers investment banking and financial advisory services. As part of its 2017 Financial Markets Sales strategy, ING wanted to develop a theme of WQ: Wellbeing Quotient.

The purpose of the WQ theme was to embark on a journey that helped improve employees' mental and physical wellbeing through better sleep, nutrition and exercise. This was accomplished through education, exploration and active measuring as the programme tracked employees' individual and collective wellness. The WQ team kept employees informed about their progress as they increased their wellbeing together in order to continue to keep themselves a step ahead, both in business and in life.

### Solution proposal

The programme included a digital health engagement platform, activity tracker and experts on nutrition, physical activities and wellbeing. It was designed around four areas central to health: eat, move, sleep and relax. Employees could track their steps and workouts with the activity tracker and they could contact experts for personal coaching sessions and with specific questions about nutrition, exercise and wellbeing.

All the data from the activity tracker regarding lifestyle, body and mind were fed into the digital health platform and converted into a Wellbeing Quotient — the Health Score — so that ING employees could understand and improve their health.



*ING Group developed a Wellbeing Quotient theme that helped improve employees' mental and physical wellbeing through better sleep, nutrition and exercise.*

## Results

The 9-month programme was a success in improving the holistic health of participants. It led to an average Health Score improvement of 28 points, from 570 to 598 points. Participation was very high thanks to management support, personal motivation as well as education and guidance provided to users.

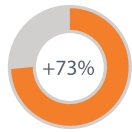
Digital engagement features provided further motivation as employees received personalised feedback, could friend each other, set up challenges among friends and comment on their activities.

Due to the successful participation and engagement rate, the digital health engagement platform was recommended to other ING departments and divisions.

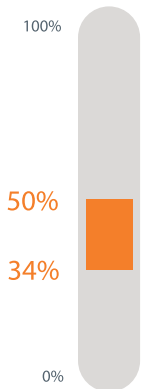
### Key indicators

Start: Average Health Score

End: Average Health Score



- Programme participation was 73% (out of the 615 eligible employees, 446 signed up).



- The engagement rate on the platform, expressed as DAU/MAU (daily active users divided by monthly active users), ranged between 34% and 50% throughout the programme.



*We have taken our previous journey of EQ to another level. WQ was recognised by the international press, our ING stakeholders and very importantly also by our clients and families. The ultimate purpose was not to focus too much on how many people participated, but more on embedding WQ into your daily lives and help you to fundamentally change your behaviour towards your wellbeing.*

*– Guido van Ingen,  
Head of Financial Markets  
Corporate Sales Western  
Europe/Americas, ING*



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