

CASE STUDY



Connecting FMCG Employees Across Locations

United Breweries Ltd

"Fitness, exercise and wellness is not about joining the gym, it's about doing something that makes you comfortable and I think Stepathlon has made that very simple because it's engaging, it's interesting and it's made everybody aware of what fitness, wellness and nutrition is."

Shekhar Ramamurthy, Joint President, UBL

THE COMPANY

United Breweries Ltd is a market leader in the beer business in the country with their corporate and sales offices and manufacturing plants spread across 46 plus locations in India. They have over 1300 executive employees across the company.

THE CHALLENGE

Since UBL has offices in multiple cities across the length and breadth of India, it is difficult to get everyone on the same platform. The challenge was to engage with all employees, irrespective of whether they were in the head office or working in a bottling plant. With special emphasis on the blue collar workers, the aim was two-pronged; to ensure employees feel like they were an important part of the organization and to create a 'one company' feel.

WHY STEPATHLON?

Stepathlon provided UBL with the perfect tool with which to unify their employees with the common goal of getting fit and active together. The program was a seamless way of encouraging higher engagement, better communication and increased team work across locations. The simplicity and fun aspect of the program was an added bonus.

THE OUTCOME

Over 3 years, participation in Stepathlon across the group has grown by over 100% with 500+ employees participating. UBL Stepathletes enjoyed being connected with their colleagues from different cities and working with them towards a common goal. Their word of mouth advocacy and discretionary commitment towards the Stepathlon 100 Day Race encouraged more and more employees to participate every year. In addition to this, Stepathlon introduced them to an easy way to stay fit, one they have clearly adopted happily. Their Step Count average of 15,034 in 2014 speaks volumes about their enthusiasm.



"It has been a lovely engagement arising out of the fact that it is an emotional learning experience of a different kind: working together towards a common cause, caring, cohesiveness and most importantly, institutionalizing wellness into a 'habit' and 'practice'. Employees have continued to be on their step-counts through different activities even after the Stepathlon 100-day events. Few have taken to higher-intensity activities like regular cardio, race-tracks and AIMS-IAAF certified marathons; others have included family members into their daily step-count – something that appears to be triggered out of selfconditioning to develop habits arising out of deep-seated limbic and basal-ganglia response to something positive and sustainable. It was walking-the-talk all the time, literally – which makes it more of an engagement-pull rather than a 'push'."

Suvro Raychaudhri, Human Resources, United Breweries Limited

FACTS AND FIGURES

- 30% employees experienced increased engagement at their workplace
- 25% employees felt more productive at work
- 29% employees took fewer sick days
- 65% employees walked more than 10,000 steps a day
- 44% employees spent less time sitting per day
- 35% employee improved their quality of sleep
- 34% employees felt less stressed
- 21% employees reported increased energy levels
- 46% employees lost weight (3.5 kilograms on average)

