



XDESIGN

CASE STUDY

Happy to *Healthy* with xDesign.

How xDesign grew from
58 to 400+ employees
and maintained its
culture with YuLife.



Meet xDesign. Hiring by the hundreds over two years, here's how this digital development partner maintained its culture, introduced mental health and more, with YuLife...

This hybrid tech company has spent 12 years supporting top-tier brands in the building of integrated teams, and high-quality digital products – but in the past three years, it's grown from 50 employees to over 400.

The challenge

“We're continuing to grow quickly, and a primary goal is to remain a people-first business during this period, and to not lose that sense of community we have,” explains Ciji Duncan, Chief People Officer at xDesign.

xDesign has been certified as one of UK's 'Great places to work in 2022', and ranked #1 on UK's Best Workplaces in Tech 2022 – but it doesn't want to stop here. A new and improved benefits package was an opportunity to ensure it maintained its people-first culture through high-growth.

xDesign had three key benefit focuses:

1. Introduce mental health support
2. Provide attractive benefits that delivered everyday value to employees
3. Increase engagement with benefits

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Ciji Duncan

Chief People Officer at xDesign

Watch the full case study video [here](#)



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About xDesign

xDesign is a digital delivery partner allowing organisations to scale digital delivery and upskill their internal teams.

Stats

Employees: 400+

Location:
Edinburgh, UK

Sector: Tech

Onboarded YuLife:
February 2022



So, why YuLife?

1 Mental health support

YuLife's preventative approach to mental health – “encouraging people to go out, get some fresh air, and meditate” – was one factor, alongside Employee Assistance Programme (EAP) support that would be readily available when and where it was needed. “They have someone that they can speak to independently. [Our people] needed that extra support, and an EAP really gave that to us,” says Ciji.



8 minutes
average time employees
meditate per day



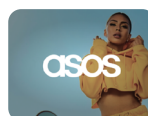
2 Everyday value for employees

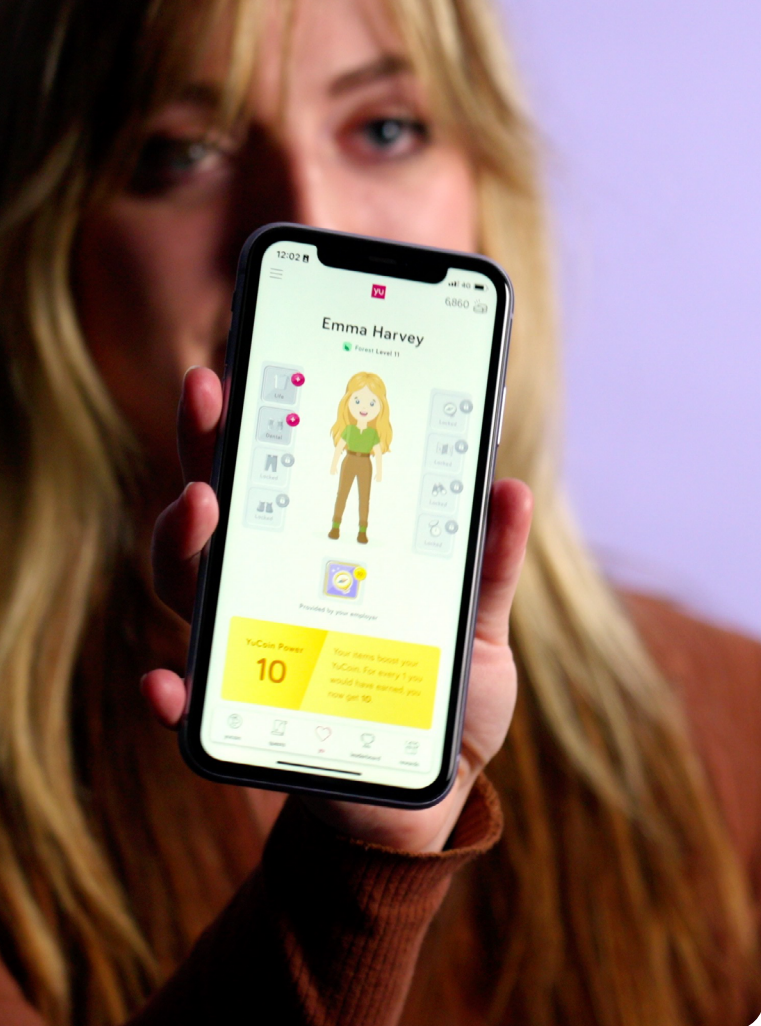
With YuLife's Employee App healthy living is made fun, with a gamified approach to incentivise employees to participate in daily wellness activities such as walking, cycling and mindfulness in exchange for YuCoin – a virtual wellbeing currency. With up-to £245 available annually to each employee, that can be redeemed for discounts and vouchers at major brands, and food retailers.

“It was about having mental health [benefits] and making sure [...] that we had life insurance, but it was also about how we could get the most out of this benefit. Having people go out and track their steps, and get points for it, and then redeem them against other rewards... that is a big driving factor for us,” says Ciji.

“The list of rewards is pretty broad, from clothing to donations. You're actually being healthy and being more active, and then getting rewarded in something that gives you some sort of happiness.”

Andrius Korsakas, Principal Automation Engineer





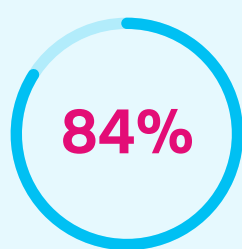
3 Engagement with insurance and benefits

Before investing in YuLife, xDesign had basic policy benefits. “We never had any external benefits really, other than our life insurance, which just sat there and didn’t do anything for us,” says Ciji.

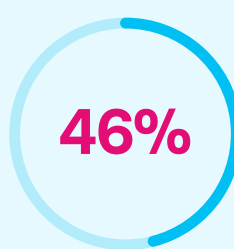
Only 20% of employees engage with health and wellbeing benefits, according to HR Magazine. But xDesign saw how YuLife’s gamified insurance app could enable them to foster a culture of wellbeing in a hybrid workforce, with average download rates of 80% and above, and 5x increase in EAP and Virtual GP utilisation rates.

“People didn’t need to log into a portal through systems at work. They could have [the app] on their phone when they were anywhere, and they could connect with their colleagues and stay connected to so many other different things as well,” she says.

YuLife is engaging xDesign employees:

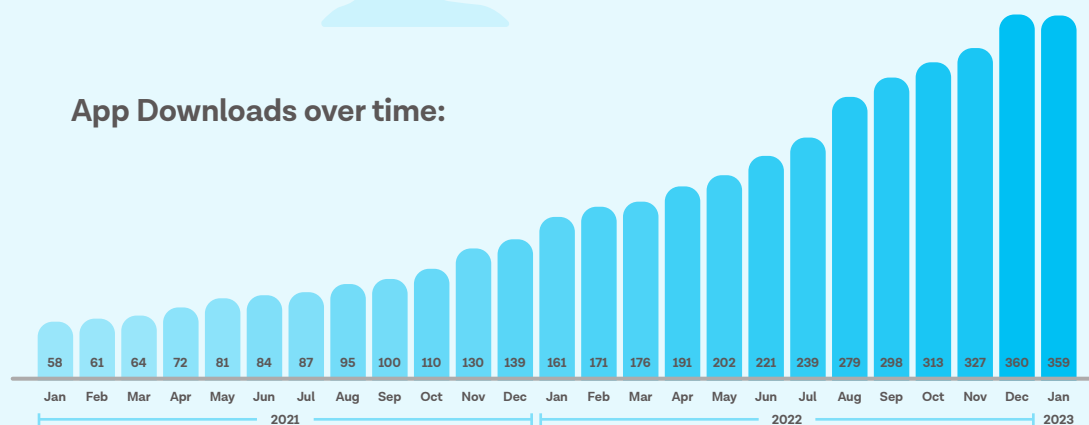


signed up
to YuLife



of employees
using the app
every month

App Downloads over time:



The results (so far).

Group Life Insurance delivering over 13x its investment value in wellbeing benefits.

“Being able to log onto the YuLife portal and just see the overall uptake of our employees – who’s using it, who’s interested, who’s made a Yumoji, who has walked, who’s been active – is a really important data point for us as a people team, to be able to feed back any key bits of information to our leaders,” says Hayley Raeper, People Lead.

And the results seen in the portal haven’t disappointed. “YuLife has had a massive impact on our engagement levels,” she says. “The gamification really helped people get involved, and compete against each other lightly, and go outdoors and get walking.”

Not only are people taking better care of their mental health, engaging in more physical activity, and deriving the support that they need through extra EAP resources – but it’s also helped reinforce xDesign’s employee-first culture.

“I think it has had an impact on our culture and community,” says Ciji. “It was one of the first benefits that we implemented that told people we took our benefits incredibly seriously.”

Engagement & healthy habits



Daily steps per employee have increased by

+1,000

6,777 average steps per day per employee (87% higher than the national average).

1 in 3

employees are now meditating, **3x more** than last year!



Employees have donated

32 weeks

of water with their YuCoin!

 **charity: water**

“

This benefits package would make me think twice before I leave the business.”

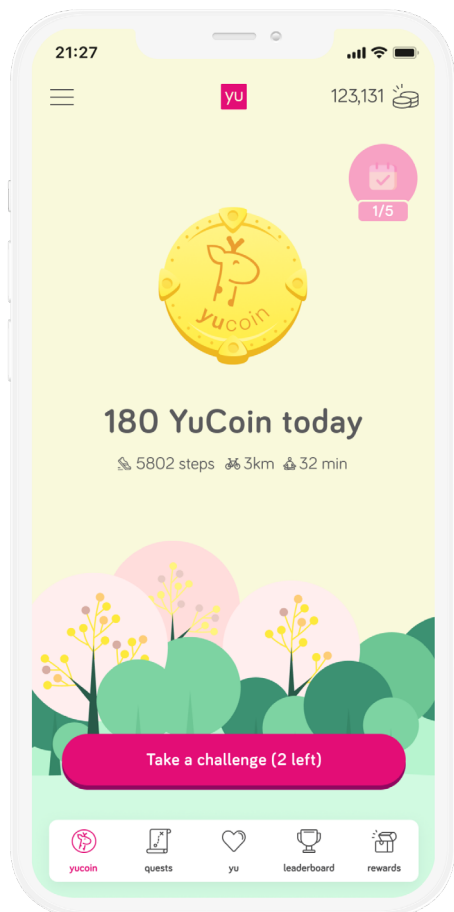
Andrius Korsakas

Principal Software Engineer (Automation)



Meet YuLife: Group insurance like no other.

Employee benefits, wellbeing, engagement and rewards in one platform that your people really love – and use every day.



Insurance will never be the same again.

Level-up investment in your people with insurance that protects their futures, alongside wellbeing and rewards that inspire a healthy life today: group life insurance, group income protection, group critical illness, and more.

Healthy business starts with a healthy life.

Make healthy living fun with rewards for walking, cycling and mindfulness. Incentivise participation with friendly competition and gamification – and watch the immediate culture-boosting experience unfold.

Wellbeing that works for everyone.

Enrich your people's lives with immediate access to mental health and virtual GP support, alongside mindfulness and fitness apps that drive daily engagement – and experience the power of an effective wellbeing programme.

Turn healthy habits into a force for good.

Make the world a better place – with rewards that make a difference, and matter to your people. Plant trees, clean oceans, donate meals... and measure your carbon footprint.

Ready to hear how we can help?

Get a free quote and find out how our simple and affordable group insurance can help your employees live healthier and happier lives.

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