



**See how a credit reporting agency
crushed step counts across the globe.**

“ In conducting a global Fitbit walking challenge for our U.S. and international offices, TransUnion was able to generate not only more physical activity among the participants but tons of engagement, healthy competition, and fun! ”

— Debra Wasserman, Director, Benefits and Wellness at TransUnion



About TransUnion

HEADQUARTERS: CHICAGO, IL

NUMBER OF ASSOCIATES: 4,000

LOCATIONS: 48 GLOBALLY

Out with the old, in with modern wellness.

In 2015, TransUnion was looking for a way to spice up their wellness program because their prior one never really took off. They thought long and hard about what they wanted to get out of their wellness program, and instead of focusing on healthcare costs and number crunching, they looked at the bigger picture. They wanted something that would keep their associates engaged and excited about being part of the company.

After plenty of research, they noticed that other companies, both big and small, were turning to activity trackers and step challenges to crank up wellness in the workplace. This modern approach to wellness got them thinking that if other companies could do it, why couldn't they? They decided to give Fitbit Health Solutions a try after learning about the easy-to-use dashboard and realizing how popular the Fitbit brand already was among employees.

A six-week trial became a global hit.

In the summer of 2015, TransUnion implemented a six-week step challenge using Fitbit Health Solutions. Their pilot program included three of their U.S. office locations, and rallied an impressive 550 participants. People were engaged, colleagues were bonding, and they were all appreciating where they worked. Even the president of

the company got in on the fun and challenged associates to beat his step count—which many participants were able to achieve. Average step counts were well above 10,000 per day and associates were eager for more challenges.

By 2016, TransUnion knew they had a successful program on their hands. However, with 48 offices spread across the world, administrators were all too aware of the difficulties in implementing a global program. According to recent research, some of these common barriers tend to be many differing cultures and laws across countries, lack of global oversight, and an inconsistent global strategy.* With Fitbit Health Solutions, TransUnion recognized they had a scalable solution that could work across all locations.

Finding motivation in friendly competition.

In 2016, TransUnion expanded the challenge to seven countries. Teams were split up by location and over 1,000 associates participated. The 25 teams were challenged to achieve the highest average step count, while having pop-up challenges along the way—including those that encouraged them to get the most steps in a day or beat their own step counts.

Team standings and pop-up challenge winners were announced through weekly wellness newsletters, where photos of teams being active were featured for extra motivation.

At the end of the challenge, the Philippines office came out on top with an average of 19,475 steps, and an overall team average of over 10,000 steps. Best of all, associates bonded with colleagues from all over the world by working towards the same wellness goal.

* Working Well: A Global Survey of Workforce wellbeing strategies," 7th edition, Xerox, October 2016.

Employee Spotlight:

Latoya Turner



Latoya Turner wasn't messing around when she heard about the pop-up challenge that was announced during TransUnion's 6-week step competition. For one day only, associates were challenged to a "Best Foot Forward" competition, which

challenged associates to get in as many steps as they could in one day. The winner would receive a \$50 gift card and a chance to be featured in a future wellness email. (Talk about bragging rights!)

Since the stakes were high, Latoya got to stepping right away. She knocked her step count out of the park with a whopping 98,528 steps that day. You read that right—that's about 49 miles and counting! After that, she has averaged an outstanding 41,398 steps a day.

Latoya attributes her stellar step counts to staying focused on a goal, and making sure she switches up her activities so she stays motivated. She does everything from Zumba, Pokemon Go walks and walking in place during conference calls, to using a makeshift stand-up desk, taking walking breaks at lunch, and pedaling on the office bicycle desk. These tips were even shared in TransUnion's wellness newsletter to give other people ideas on how to step it up.

“ The step competition was a great experience! Seeing everyone come **together for a common purpose** solidified our unity as a team. ”

- Latoya Turner

The progress was hard to ignore

10,873 steps

Average step count during 6-week step challenge in 2016

19,475 steps

Average step count of 2016 winning team

25th to 3rd place

Team improvement in just one week

Tips & Takeaways

Get ideas to get your company moving.



Throw in one day challenges:

To give everyone across all fitness levels a chance to win, try a one-day competition for most steps, or most improved.



Give back:

Encourage employee to walk for a cause like TransUnion's Hong Kong office. This team walked from bakery to bakery collecting bread to donate to several local charities.



Be inclusive:

Offer wellness solutions to everyone, including international offices and remote employees.



Share the fun:

Keep employees in the loop on their progress with weekly emails featuring their current standings and inspiration on how to stay active.

To learn more about how Fitbit Health Solutions can help you build successful programs and improve employee health, contact us at www.healthsolutions.fitbit.com. CS-016-C