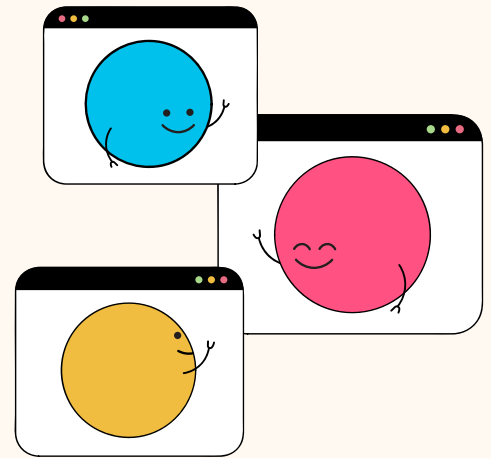


CASE STUDY

Gamifying Onboarding for a global healthcare industry leader: Building Belonging from Offer to Day One



About the Client

The client is a global leader in digital transformation and consulting for the healthcare industry. Headquartered in Nashville, Tennessee, they support organizations across the healthcare continuum, providing technology solutions, insights, and innovative strategies that positively impact lives. With a growing workforce and a robust international presence, they remain committed to its vision of enabling healthier, connected communities worldwide.

Background/Context

In India's competitive job market, offer drop-out rates can reach as high as 55-57% for certain roles, compared to pre-COVID averages of 10-12%. This poses significant challenges for employers, not only in securing skilled talent but also in managing the high costs of turnover, recruitment, and training.

Research also shows that 4% of employees leave due to a poor first-day experience, underscoring the critical role of onboarding in shaping engagement and retention. The client saw an opportunity to turn this challenge into a strength by creating an onboarding experience that built belonging even before day one.

Problem

The client needed to:



Reduce offer drop-out rates and retain new hires.



Accelerate engagement and productivity among new employees.



Strengthen its employer brand by making onboarding more meaningful, interactive, and memorable.

The challenge was clear: **How could the client design an onboarding journey that connected, engaged, and inspired new hires right from the moment they accepted their offer?**

Solution

The client collaborated with us to launch, a gamified and storified onboarding program delivered through **Joyflar**, an interactive mobile platform tailored for gamified interventions.

Key elements included:



Engagement from Offer to Desk: Candidates began their onboarding journey as soon as they accepted an offer, continuing until their joining date.



Gamified Learning Modules: Challenges and quizzes immersed participants in the company's values, strategies, and projects.



Buddy System: New hires connected with a dedicated buddy and reporting manager pre-joining, helping ease transitions and align expectations.



Riddle-Based Activities: Interactive challenges tied to the company's focus on innovation, diversity, and inclusion.



Pre-Day-One Preparation: Practical tasks, such as familiarizing with policies, minimized first-day stress

Execution

The onboarding journey ran over 12 months, onboarding 257 participants. The design combined learning, connection, and engagement:



Topics Covered:

9



Submissions Received:

2,500



Interactive Modules:

Gamified quizzes, videos, and riddle-based challenges



Connection Mechanisms:

Virtual meetings with managers and buddies, reinforcing belonging and expectations

Feedback and sentiment surveys provided real-time insights into engagement and highlighted opportunities to refine content, operational processes, and support systems.

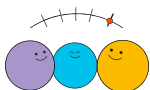
Impact

The program significantly improved engagement, reduced drop-outs, and strengthened belonging.



Drop-Out Ratio:

Reduced to **17.51%**, a sharp improvement compared to industry averages.



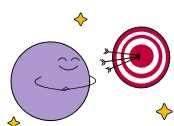
Offer-to-Joining Rate:

Improved to 85%.



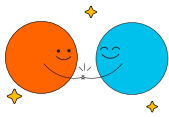
Retention of Engaged Participants:

90% of those engaging with 50%+ of content successfully joined the company.



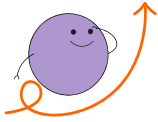
Satisfaction Scores:

Average of 4.5/5 across participants.



Excitement to Join:

82.86% rated their excitement level as “Very High,” with an overall score of 4.8/5.



Hybrid Work Model Sentiment:

74.19% found the model ideal, while 17.74% said they would adjust with time.

Testimonials from Participants

“

Very well planned journey and videos that make the onboarding process really smooth!

“

This is a fantastic way to learn about the company and very engaging throughout!

“

The journey was nice and so interactive, and the videos made the onboarding process incredibly smooth and engaging!

“

Thank you for crafting such a remarkable experience! Your efforts have left lasting memories and brought joy, learning, and camaraderie into my life.

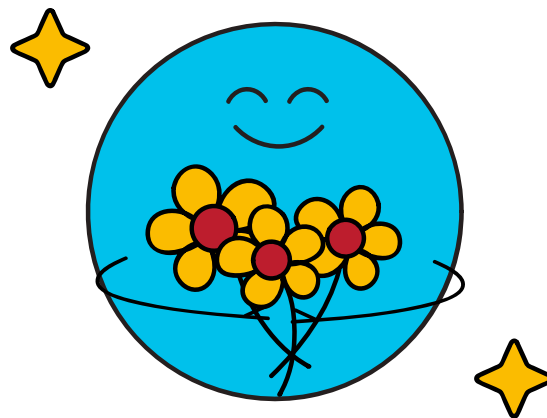
“

Two things I particularly liked about this program were:

- **Emphasis on Diversity and Inclusion:** The program highlighted the importance of DE&I in the workplace and beyond.
- **Focus on Mental Wellness:** The program prioritized mental wellness by dedicating time and resources to exploring psychological safety, empathy, and stress management.

“

Informative and very knowledgeable. Thank you for this experience!





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