

CASE STUDY



Leveraging consumer-grade technology engages 82% of registered Delta employees in the personal pursuit of wellbeing

Headquartered in Atlanta, GA Delta Air Lines has an international workforce of over 70,000 employees across more than 200 locations worldwide, the company places a strong focus on their people — culturally emphasizing global diversity, inclusion, and holistic wellbeing.

They strive to offer benefits that make an impact on all of their employees, from call center representatives working at sales offices to flight crews traveling around the world and airport-based tech ops engineers and baggage handlers. Delta's General Manager of Global Health & Wellbeing, Jae Kullar, describes the evolution of their corporate wellbeing program as increasingly prioritizing consumer-grade technology and virtual access that sends the message, "We care enough about you to provide you with the very best products and experience."



"Wellbeing is having its moment!"

— Jae Kullar,

General Manager of Global
Health & Wellbeing

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Checking the boxes of a holistic wellbeing solution

Kullar discovered Grokker in 2018, recognizing early on that it offered a more comprehensive solution than their existing tool, an “incentives engine” that offered very basic educational wellbeing content and lacked the functionality required to meet the changing, large-scale needs of Delta's diverse and dispersed, mobile workforce. “We realized quickly that Grokker could grow and innovate with us,” says Kullar, noting the importance of the availability of digital programming in all areas of wellbeing, including financial wellbeing.

With respect to vetting a new vendor, Kullar was able to get expeditious approval to purchase Grokker outside of the company's usual budget cycle based on the strength of its global value proposition and existing relationships with enterprise-level clients. “Technically, I could tell Grokker was much more advanced,” she adds attributing much of Grokker's appeal to its strong technical foundation. “There were single sign-on capabilities to directly integrate Grokker with our internal social media platform, Sky Hub, enabling us to continue expanding engagement into the social realm.” Additionally, the solution quickly survived the process of “passing” supply chain, legal, and IT scrutiny, while easily meeting all GDPR compliance.

