



Success stories from YuLife:

# Creating an employee-centric wellbeing strategy from the ground up.



# YuLife x tiney

Started in 2018, Edtech tiney has gone from strength to strength. Their goal is to make the highest quality childcare accessible to more families and to empower a generation of micro-entrepreneurs to deliver amazing care from their own homes.

Whilst experiencing extremely high growth within the team - rocketing from 13 to 38 employees in the last six months - they were looking to achieve an effective employee wellness strategy that was both data-driven and had a focus on both mental and physical wellbeing. So, in 2020, the tiney team chose YuLife to be their life insurance provider.

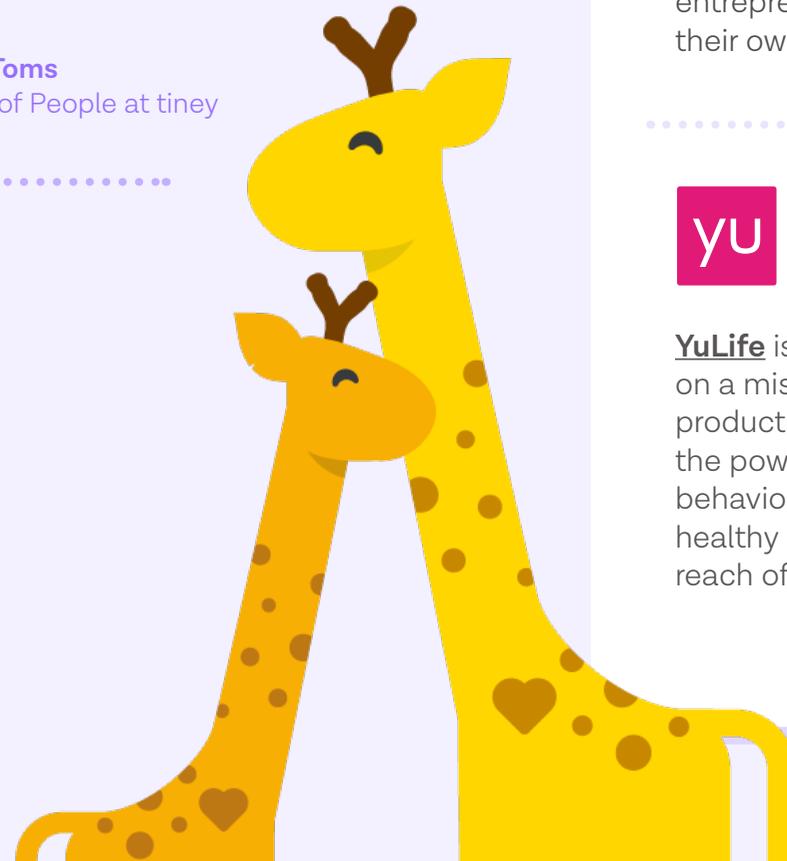
We spoke to Beth Toms, tiney's Head of People, to discuss the impact that YuLife has made on the wellbeing of the team.



“When lockdown hit it was clear we needed wellbeing tools that took a proactive approach with mental health support. YuLife has been pivotal in providing this.”



**Beth Toms**  
Head of People at tiney



## tiney

tiney is all about training up a new wave of fantastic early years educators to give more children a great start in life - and reinventing childcare in the process. Their goal is to make the highest quality childcare accessible to more families and to empower a generation of micro-entrepreneurs to deliver amazing care from their own homes.



## yu life

YuLife is a tech-driven insurance company on a mission to inspire life and turn financial products into a force for good. By harnessing the power of gamification and the latest behavioural science, YuLife insurance rewards healthy living and puts everyday wellness within reach of everyone.

# A wellbeing strategy that is aligned with company values.

**Employees have come to expect a baseline of benefits when they join a company, such as life insurance and mental health resources. However, tiney wanted to go above and beyond that in order to provide extra support and encourage healthy behaviours that support physical, mental, and financial health.**

When Beth first joined the tiney team, she already had some ideas on how to create a data-driven and supportive people experience from her time building Monzo.

However, nothing could have prepared her for the global pandemic around the corner. “When I joined tiney, a week into the first lockdown, it was clear we needed wellbeing tools that took a distributed first approach and took mental health seriously. Covid 19 has been and is still an incredibly anxiety-inducing time for everyone and we needed to support our people as much as possible. My first aim at tiney was to set up a thorough and varied mental health service and Yulife were pivotal in this.”

Tiney has access to **YuMatter** - YuLife’s Employee Assistance Programme (EAP) - in order to provide extra support if and when they need it. This covers mental health concerns with resources such as telephone and digital counselling, legal advice from experts, and career coaching and mapping.

Whilst all of the team are working remotely, the team at tiney also make use of **Smart Health** - a 24/7 virtual GP that allows them to be seen from anywhere in the world.

### Using data and insights to inform employee strategy

During a time when face-to-face contact is limited within most companies and a lot of employees are facing higher levels of stress, the team at tiney are able to get actionable insights on their in-app activity. This includes activity times, average step count, and popular rewards. This allows them to measure the success of their wellbeing programme.

“Yulife’s employee assistance programme is a necessary offering for any employer who wants to put their people first, even without a pandemic going on! It goes above and beyond a standard life insurance plan.”



**Beth Toms**  
Head of People at tiney

# Prioritising the mental and physical wellbeing with a gamified app.

Along with the essential Group Life Insurance plan Yulife provides, the health and wellbeing programme provided to Tiney includes the gamified wellbeing app that rewarded employees for having healthy habits.

By participating in various challenges, such as long walks or mindfulness, team members can earn rewards such as air miles or vouchers from brands such as Amazon or ASOS with our currency, YuCoin. The range of challenges available appeal to employees of all interests and abilities, and help to inspire long-term changes.

The team at tiney also participate in the company leaderboard on the app, using healthy competition to inspire more healthy behaviours; “The leaderboard helps us all to track our activities and see where we’re at in comparison with our teammates,” Beth shared.

“We’re all very competitive. It’s created such a talking point during our team meetings and I love introducing a new tiney team member who loves running - the response is priceless. Even in lockdown, people have even racked up hundreds of miles worth of steps and taken up running because of the leaderboard.”

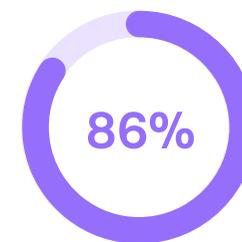
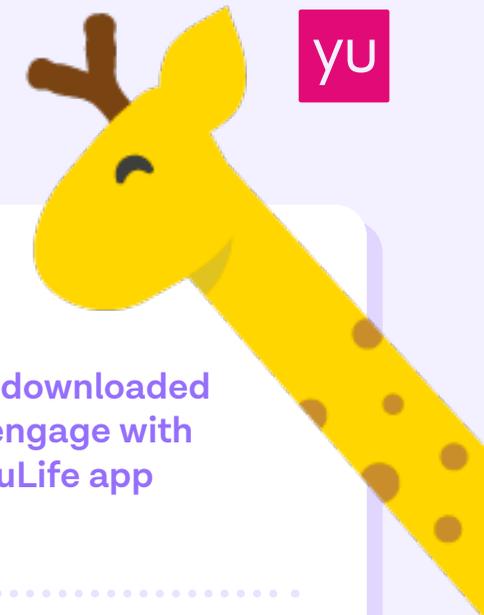
## Extra activities to bring the team together

The tiney team have also been getting involved with YuLife’s extra wellbeing activities, such as the fortnightly yoga and virtual events that are designed to bring self-care and wellbeing to the fore. Beth found that “yoga has been really great for members of the team to keep moving. It’s completely optional and there for anyone who needs a stretch”

## For more information get in touch:

[yulife.com](http://yulife.com) | [hello@yulife.com](mailto:hello@yulife.com)

Results!  
(so far)



86% have downloaded and engage with the YuLife app

8,000 !

average steps per day per tiney team member



The most popular walking challenge is **long walks** which peaks in the **early evening** after work.



Mindfulness challenges are popular early in the **morning** before work.

The most redeemed reward 