

GOVERNMENT

11-50 EMPLOYEES

How Nectar increased employee engagement by 78% with Town of Mead

78%

INCREASED EMPLOYEE ENGAGEMENT

Wellness participation rose from 36% to 65% in the first year and 78% by 2023. Recognition saw 100% participation in 2022 and 2023.

6%

TURNOVER RATE

Employee turnover decreased from 22% in 2021 to 13% in 2023, with a projected rate of 6% for 2024.

75↑

IMPROVED EMPLOYEE PROMOTER SCORE

ENPS improved dramatically from -42 in 2021 to 33 in 2023, reflecting enhanced employee satisfaction and engagement.

The Customer

The Town of Mead, located in northern Colorado, is a growing municipal government serving approximately 6,500 residents. The town employs about 50 full-time and numerous part-time employees.

The Challenge

Before implementing Nectar, the Town of Mead faced a series of challenges that hindered employee engagement and morale. Participation in wellness programs was alarmingly low, with only 35% of employees taking part in these initiatives. These programs were managed manually, making it difficult to maintain enthusiasm and consistency.

The Results

Implementing Nectar improved employee engagement and retention for the Town of Mead. Participation in wellness programs saw a dramatic increase, with rates rising from **36% before using Nectar to 65% in the first year, and further climbing to 78% by 2023.**

The impact on employee turnover was equally impressive. **The turnover rate dropped from 22% in 2021 to 13% in 2023, with a projected rate of just 6% for 2024.**

The Solution

Nectar allowed for the creation and management of new wellness challenges that were both engaging and easy to administer. Employees could participate without the burden of paperwork, significantly boosting participation rates. Frontline and non-office employees were also able to participate in challenges and recognition activities using the website and mobile app.