

Skyrocketing Engagement Through a High Touch, High Impact Launch

Saicom launched October Health in May 2024 and is an incredible example of the success of our carefully considered launch process well executed.

Saicom, founded in 2004, is a cloud-first software driven solutions company that provides competitive voice and connectivity offerings, SD-WAN and cloud hosting solutions in South Africa.

Saicom launched October Health to enhance their wellbeing offering to their workforce of 102 employees with the intention of encouraging employees to implement daily strategies and routines to prioritize their mental wellness.



Top 4 Stats:

82% Adoption in the first month

1214 Clinically Effective Engagements

552 Forest sessions attended

980 Unique chats with AI Companion, Luna

Ensuring High Adoption and Utilization of October Health

October Health has a strategic launch process that is designed to encourage adoption and utilization of the App from the outset. In addition to the various back-end administrative activities (obtaining and uploading employee data, whitelisting of October domains on the client side etc).

Our launch process consists of;

- The distribution of a launch mailer notifying employees of the October Health offering, the features of the App and the download and sign up process.
- The facilitation of live demos showcasing the features and functionality of the App for employees.
- On the day that the final demo is facilitated, sending out an invitation to the first client specific live, audio only session co-hosted by a leader of the business facilitated in the App. The first session at Saicom was facilitated by CEO Kyle Woolf who shared authentically about his personal mental health journey and experiences navigating work-life balance.

Achieving Impressive Engagement Rates and Continuous Utilization with High Impact Onboarding Initiatives

The launch at Saicom garnered an impressive 82% adoption rate within the first month.

This comprehensive and engaging launch process ensures a seamless onboarding experience, resulting in high initial adoption and utilization of the October Health app. Various initiatives will ensure the ongoing utilization of the App.

