

CASE STUDY

M2 LOGISTICS

DRIVING ENGAGEMENT & CAMARADERIE WITH MOTION CONNECTED

BACKGROUND

M2 Logistics is a leading logistics company providing quality transportation and supply chain services to shippers throughout North America.

Industry: Logistics Service

Active Participants: 60



M2 Logistics operates across multiple locations, with employees that navigate a fast-paced and often high-pressure work environment. Recognizing that employee health isn't just a way to curb rising healthcare costs, but also a vital part of a thriving workplace culture, leadership made a strategic decision in 2019 to launch a wellbeing program with Motion Connected. **Together, we implemented a structured, year-round engagement program, ensuring employee well-being became a core part of their culture.**

STORY HIGHLIGHTS



High Employee Satisfaction

Surveys indicate that employees **highly value the wellness initiatives**, with many citing them as a key factor in **improving work-life balance**.



Strong Employee Engagement & Camaraderie

The introduction of team-based step challenges has helped **connect employees across locations**, fostering a sense of community. Employees have **embraced the competitive spirit**, making wellness a fun and social aspect of company culture.



A Sustainable, Data-Driven Approach

Motion Connected provides M2 Logistics with **actionable insights into employee health trends**, allowing leadership to **continuously refine and enhance their wellness strategy**.

THE SOLUTION

Encourage active participation through engaging employee experiences

M2 Logistics needed a comprehensive wellness platform that was both easy to implement and manage. They wanted a solution that incorporated physical and mental health support, along with robust tracking and reporting capabilities.

Additionally, they needed a partner that could deliver engaging content and activities to drive participation, helping them overcome common challenges many organizations face, like:

Rising Healthcare Costs

With growing concerns about long-term healthcare expenses, **M2 wanted to take a proactive approach** by encouraging preventative health measures among employees.

A Demanding Work Environment

The nature of the transportation industry can bring stress, long hours, and physical strain. Leadership knew that **addressing both mental and physical** health would be essential to long-term success.

Limited Internal HR Resources

Without a large HR team, M2 Logistics needed a **wellness platform that was simple to implement and manage**, without requiring excessive administrative oversight.

A Dispersed Workforce

With employees spread across multiple locations in the U.S., they needed a **solution that could unite the team and streamline communication**.

To solve these challenges, M2 Logistics partnered with Motion Connected to help drive engagement and health improvements.

WHY MOTION CONNECTED?

- ✓ Creative challenges offerings
- ✓ Responsive customer support
- ✓ Strong analytics and reporting capabilities
- ✓ Consistent messaging for employees
- ✓ Support of program materials



THE OUTCOMES

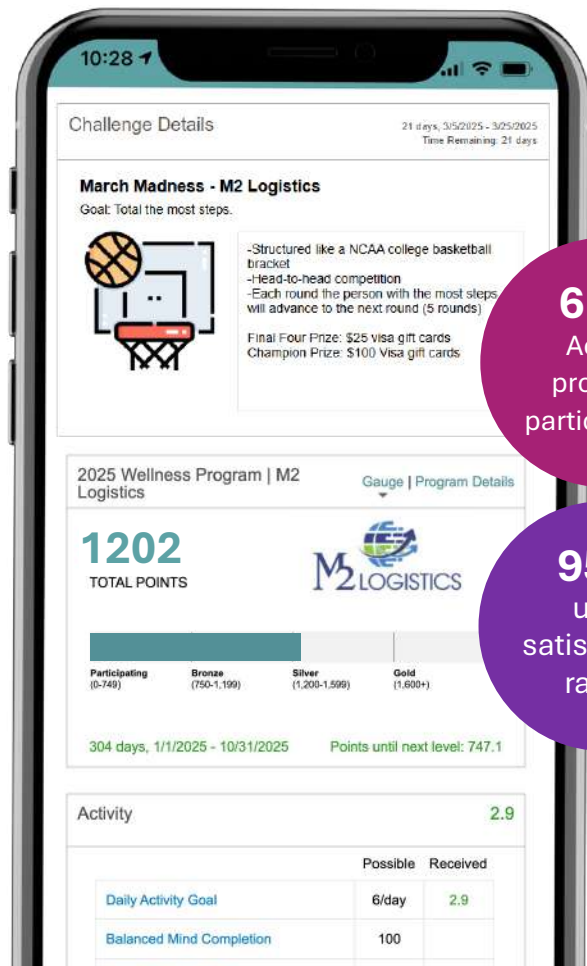
Boosted motivation and workplace camaraderie

*“Motion Connected made it **easy for us** to launch a wellness program that employees **actually enjoy**. The challenges keep them engaged, and the **friendly competition brings our teams together across different locations.**”*

The Motion Connected wellness program continues to deliver measurable health outcomes, strengthening engagement and employee wellbeing, through initiatives like, their annual March Madness step challenge, encouraging preventative exams, and more. Their latest data shows employees are taking the time to make health a daily priority.

- **95%** of employees said wellness program has positively impacted the decisions they make about their health.
- **56%** started exercising/walking more
- **44%** improved eating habits
- **45%** improved their energy levels
- **28%** are taking more time for daily self-care & stress management

By continuing to expand their wellness challenges, enhance engagement strategies, and analyze participation trends, they are committed to sustaining a culture of health and wellbeing for years to come.



61%
Active program participation

95%
user satisfaction rating

*“Motion Connected has helped M2 facilitate **better and more consistent communication** about health and wellness. Motion Connected provides **data-driven insights** into employee health trends and access to health resources, which we, in turn, provide to our employees **creating a more engaged workforce.**”*



EMPLOYEE FEEDBACK

“The program continues to push me to be consistent and to pay attention to the importance of eating well and overall taking care of myself.”

“I like the company competitions and the watch I got is awesome way to track my progress!!!”

“I love that M2 cares about our overall health and offers such a nice program.”