



Keepin' it fresh in 2023


2023 is off to a productive and busy start at the 'Boom. We have some fantastic enhancements on this year's roadmap – all with the purpose of making our platform more user-friendly, engaging, and educational. As we mentioned in our previous Sonic Scoop, our company mission is to optimize engagement and wellbeing to make work and life better, so every update aims to achieve that goal.


There is a rise in demand for mental-health support and DEIB-specific resources for members. We plan to meet this need with some additional Academy courses in the coming months. Another change comes in the form of a name update; our "Challenge-of-the-Day" module has been renamed "Daily Challenge" to improve clarity and user experience on the mobile app. See below for more platform updates!

What's happening around the 'Boom?

 **New Academy courses.** We recently released four DEIB-focused courses to empower members and managers to discuss tough topics at work and make space for every colleague to be heard.

 **Co-mingled contests.** Client admins can now host featured contests that allow both members with activity trackers and members without a device to participate in the same competition.

 **Caught Ya update.** Our beloved social-recognition module got a fresh look. We replaced our "thumbs up" and thumbs down" buttons with a simple "Catch Someone" callout on the member's homepage.

 **Set your own goal.** Later this year, members will be able to create their own unique wellness goals based on any metric that matters to them – with tracking capabilities ranging between validated, self-reported binary (yes/no), and self-reported amount.

Sonic Boom by the numbers

4,000 

Average number of full-time employees per client

94% 

Average annual client retention rate

12 

Number of states that our Boomer employees live in since officially shifting to WFH in 2021

>60 

Current number of clients that use our services

Please reach out to sales@sbwell.com if you want to talk workplace wellness, have questions about the content, or wish to schedule a demo.