

HEALTHY COMPANY

BULK SMS COUNT DOWN



SMS 1

To: All employees

Objective: To create hype and excitement building up to the Healthy Company go-live.

Send date: Ideally this should be sent 1st day of the month before EAP goes live

Content

<number> days to go until Healthy Company, your new employee Assistance Programme, launches. More details to follow.

SMS 2

To: All employees

Objective: To create hype and excitement building up to the Healthy Company go-live. Hinting to some of the offerings Healthy Company has.

Send date: Ideally, this should be sent second week before EAP goes live.

Content

Get ready for Healthy Company! Monitor your wellness, capture your mood and chat to your own coach. Your new employee assistance programme starts soon!



SMS 3

To: All employees

Objective: To create hype and excitement building up to the Healthy Company go-live.

Send date: Ideally, this should be sent third week before EAP goes live.

Content

Mark your calendars! Healthy Company, your Employee Assistance Programme is launching on <DD/MM/YYYY>. Stay tuned for more details.

SMS 4

To: All employees

Objective: To create hype and excitement building up to the Healthy Company go-live. Call to register and activate Healthy Company.

Send date: Ideally this should be sent the day before the EAP goes live.

Content

Healthy Company is ready, are you? Your new employee assistance programme is going live soon. Activate Healthy Company via the Discovery app or website!