



Enhancing Employee Wellbeing with Virtual Reality

VRdirect ▶

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Generali Deutschland AG, dedicated to promoting employee health, encountered the challenge of effectively communicating the importance of wellness in the workplace. The objective was to craft an experience that not only informed but also actively engaged employees, underscoring the company's commitment to their well-being.

As one of the largest insurance groups in Germany, Generali Deutschland operates as a part of the Generali Group, an Italy-based multinational that is among the world's leading insurers. Generali Deutschland AG offers a wide range of insurance products and services including life, health, and property insurance, catering to both individual and corporate clients.

A Collaborative Leap into Virtual Reality (VR) for Health Awareness

**Collaborative Effort:**

Partnered with Generali Deutschland AG to innovatively integrate VR into their annual Health Days, aiming to enrich employee wellness understanding.

**Interactive VR Experience:**

Developed a Virtual Reality experience that illustrated various health practices, ensuring accessibility across multiple devices including VR headsets, mobile phones, tablets, and web browsers.

**Widespread Employee Engagement:**

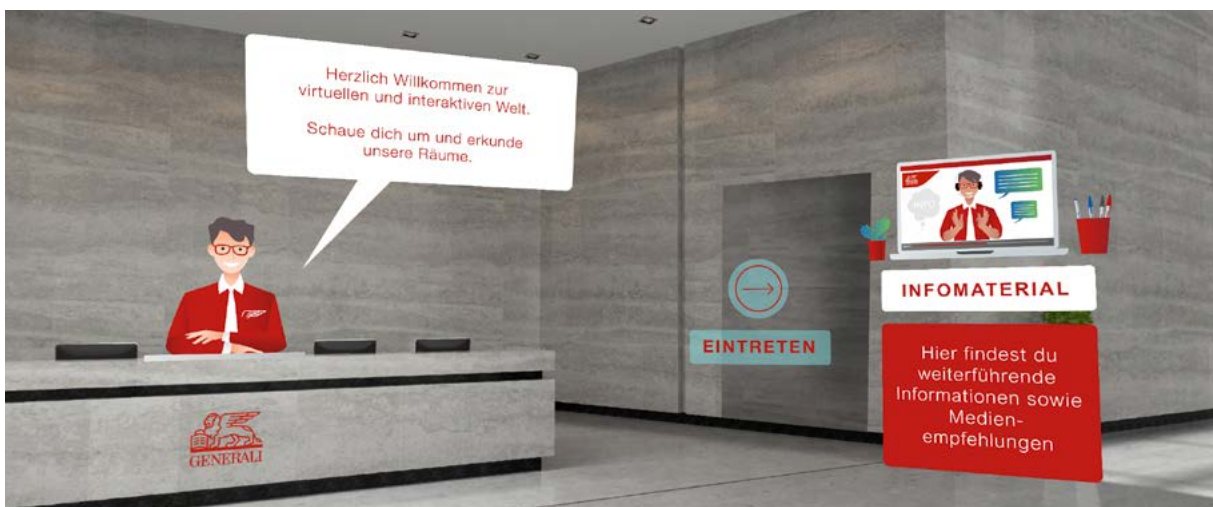
Achieved notable reach across 11 locations, such as Cologne, Karlsruhe, and Munich reflecting employee interest and participation.

**Constructive Feedback:**

Generali Deutschland AG's employees highlighted the project's role in promoting health awareness among employees.

Collaboration: Creating an Engaging Wellbeing Journey

Our partnership with Generali Deutschland AG was driven by a mutual vision of enhancing employee engagement through innovative technology. We embarked on developing a Virtual Reality experience that was both informative and immersive. Working closely together, we combined our expertise to craft content that resonated with their company values. The process involved careful planning, selection of relevant content, and ensuring a user-friendly experience across various platforms.



Impact and Transformation: A New Perspective on Health Communication

The project's impact was significant:

- ✔ Garnering >170 participants in a short span of three days.
- ✔ Successfully implemented across 11 locations.
- ✔ The initiative was well-received, marking a shift in how health and wellness are communicated in the corporate sphere.



Feedback from Generali Deutschland AG's senior representatives underlined the success of the project. **Diana Kanostrevac**, Senior Innovation Consulting expressed, ...



„It's amazing how an initial idea becomes a complete Virtual Reality project within such a short time. I am impressed by the results and the excellent support provided by VRdirect throughout the entire process.“



Lessons and Insights: Embracing VR Technology

This project highlighted the importance of early content selection and the need to familiarize employees with virtual reality technology. The ability to adapt to different platforms was key in ensuring widespread accessibility, showcasing the versatility of VR in corporate environments.

Jessica Birkenheuer, HR Employability - Gesundheitsmanagement noted, ...



„With Virtual Reality, we can convey the importance of mental and physical health to our colleagues in a completely new and interactive way. With VRdirect and its flexibility in delivering content to all devices, we were able to reach all our employees.“

This collaboration represented a meaningful step in the realm of employee wellbeing programs. It underscored the capacity to blend technology and wellness in a way that resonates with and engages the modern workforce.

About VRdirect

The Munich based tech company VRdirect is a leading developer of virtual reality software, simplifying the creation and distribution of immersive VR experiences. With a focus on user-friendly solutions, VRdirect democratizes VR content creation, enabling businesses across various industries to bring their virtual visions to life effortlessly.

VRdirect enables enterprises to create VR projects without prior skills or training (think "PowerPoint for VR") and share VR projects across a wide range of ecosystems ranging from web-browser to iOS and Android smartphones and tablets as well as VR headsets from Meta, Pico, and HTC.

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