

YuLife Service Definition

Summary

YuLife provides a comprehensive, tech-driven wellbeing and benefits platform designed to drive employee engagement and improve health outcomes. Our gamified approach has a proven impact on organisational productivity, employee attraction and retention, and sickness absence reduction.

I. Core Services

The YuLife platform is delivered through a mobile application for employees and a web-based administrative portal for HR teams, and is complemented by optional vGP/EAP support services.

- YuLife Mobile App: A gamified wellbeing app featuring challenges, rewards, and content across mental, physical, and financial wellness domains.
- HR/Admin Portal: A self-serve web portal providing daily updated data dashboards, comprehensive analytics, and administrative controls.
- Employee Assistance Programme (EAP) and Virtual GP: Services provided in partnership with HealthHero. (**Optional**)

II. YuLife App Features

The app promotes holistic wellbeing through the following features, incentivised by the awarding of YuCoin. Depending on the buyer's selected pricing tier, YuCoin can be exchanged for a range of different rewards, or be used to donate to our ESG and charity partners,, in exchange for the chance of winning prizes:

- Mental Wellbeing: Stress management via mindfulness and breathwork, mental wellbeing challenges, mood tracking, brain training, and sleep support.
- Physical Activity: Encouragement for movement through step tracking, cycling, workouts (Yoga, stretch, body pump), and step challenges. UK users, on the whole, achieve 2x the NHS average daily step count.
- Financial Wellness: Provides rewards, discounts and guidance to an employee's existing financial wellbeing benefits.
- Social Connection: Team engagement via step leaderboards, Duels,, and peer-to-peer recognition through YuCoin gifting.
- Daily Challenges & Gamification: Includes Walking challenges (5min, 10min, 30min), rotating Mindfulness sessions, workout content, Cycling tracking, and YuDoku. Users can complete up to 4 daily challenges and earn YuCoin for up to 12,000 steps daily.
- Rewards Store (**Epic Pricing Tier Only**):
 - Provides access to an in-app rewards marketplace with a large array of rewards.
 - Immediately available discounts (up to 56%) on wearables, gym memberships, and health apps.
 - Localized rewards are available globally.
- Impact Pass and Prize Pool (All Pricing Tiers): An ESG impact tracking feature allowing users to donate YuCoin to environmental and social causes and track their collective positive impact. Users have the chance to win prizes and discounts from retailers as well as new customisation options for their YuMoji avatar, and other in-app bonuses.

- Peer-to-Peer Recognition: Ability to gift colleagues with an encouraging message and a sum of YuCoin.
- Daily Reflections: User-led wellbeing journeys based on responses to their daily health questionnaire, enabling timely interventions for high-risk individuals.

III. HR Portal

The HR Portal offers comprehensive tools and analytics for client teams.

HR Portal Features

- Daily Updated Data Dashboards: Real-time metrics for engagement, rewards, ESG impact, health trends, and more.
- Self-Serve Reporting: Fully self-serve portal with comprehensive analytics.
- Customisable Communications Hub: Instantly updateable employee app content through the portal.
- Admin Controls: Live personalisation capabilities, push notification management, and event banner creation.
- Engagement Campaign Tools: Management of leaderboard competitions and app events.

Surveys and Insights

- Built-in Survey Capability: Functionality for clients to send employee engagement surveys.
- Real-time Feedback and Reporting: Ability to see live completion rates per department (where data is available)
- AI-Powered Analytics: AI feedback to client teams on organisational health scores with suggestions for campaigns and initiatives.

Employee Experience Dashboard

- Comprehensive health and wellbeing-related insights on the participating employee base.
- Visualisations including scores, insights and risk distributions of physical, mental, burnout, absenteeism and turnover risk indices, as well as a general indication of employee mood.
- Department and age-level breakdowns available depending on abundance of data.

Analytics Breakdown

- User Adoption: Percentage of employees invited, registered, downloaded, and monthly active users.
- Activity Metrics: Total and average per-user metrics for steps, mindfulness minutes, YuDokus completed, and cycling distance.
- Rewards Data: YuCoin earned and spent analytics, and rewards partner redemption data.

IV. Service Levels and Support (got to here)

Performance & Availability

- Uptime: The service has achieved above 99.9% uptime over the past 24 months, at time of writing, with logical and technical segregation to ensure consistent user experience.
- Architecture: Resilient cloud architecture utilizes scalable resources, continuous monitoring,

and alerting systems.

- Maintenance: YuLife does not have an official Service Level Agreement (SLA) but maintains high availability. The status page is available at status.yulife.com.

Support Hours & Channels

- Customer Happiness: In-app chat with live representatives and email support via support@yulife.com.
- Client Support: Dedicated Account Managers and Customer Success teams provide ongoing support. **(Epic Pricing Tier only)**
- Self-Service: Online FAQ integrated into the chat function.

After Sales Support

- Ongoing Support Structure: Includes dedicated Account Managers, Customer Success teams, and Quarterly Business Reviews (QBRs) aligned with client goals. **(Epic Pricing Tier only)**
- Self-serve Tools: The self-serve HR portal includes comprehensive analytics and engagement campaign management tools.

V. Technical and Security Overview

Technical Requirements

- Platform Requirements: The mobile app requires installation on Android or iOS. The HR Admin Portal is web-based, accessible via a browser at team.yulife.com.
- Integration Capabilities: Supports HRIS integration (including SAP SuccessFactors) via SFTP or supported HRIS provider to sync employee data.

Hosting Options and Locations

- Infrastructure: Cloud-native platform leveraging AWS infrastructure.
- Data Residency: Data residency is in the UK, EU-West-1.
- Data Replication: Data is replicated across 3 availability zones in AWS eu-west-2 (independent data centers in London).
- Encryption: Strong encryption algorithms are used for all data stored at rest (AES-256), and all data is encrypted in transit using SSL/TLS above 1.2. AWS KMS is used for key management.

Security

- Certifications & Compliance:
 - ISO27001:2022 certified
 - SOC2 Type II accredited
 - UK Cyber Essentials certified
 - Fully UK GDPR compliant
- Security Measures: Includes an Information Security Management System (ISMS), Role-Based Access Control (RBAC) with least privilege, mandatory Multi-Factor Authentication (MFA) for system administrators, regular penetration testing, annual security audits, and employee security training.

Data Backup, Restore and Disaster Recovery

- Business Continuity & Disaster Recovery (BC/DR): Documented BC/DR plans are in place, including communication plans and annual testing. The YuLife service is included in the current plan.
- Backup Strategy: Daily snapshots with continuous backups every 5 minutes. Backups are immutable, resilient to ransomware, and not deletable or writable from YuLife's end. Backup retention period is 14 days.

Outage and Maintenance Management

- Incident Management: A documented incident response process/policy is in place, including fully UK GDPR compliant breach notification procedures. Crisis Management Costs coverage is up to £250,000, and Emergency Mitigation Costs coverage is up to £100,000 in aggregate.

Onboarding and Offboarding Support

- Onboarding Process (**Epic Pricing Tier**):
 - Planning (2-6 weeks): Define goals, timelines, success metrics, due diligence, portal access, and bespoke communications pack development.
 - Pre-Launch (6-10 weeks): Internal "Buzz Time" communications, Launch Day app invites, virtual and in-person explainer sessions.
 - Post-Launch (First 30 Days): 30-day review analyzing engagement trends and feedback.
 - Ongoing Reviews: Structured 3 & 6 month reviews and Quarterly Business Reviews.
- Offboarding (Data Extraction & Deletion): Customer data containing confidential information is securely purged or removed in accordance with GDPR and best practices. Data deletion can be scheduled by HR administrators, Customer Happiness team, or at User request. User activity data is anonymised and aggregated before sharing with employers. No individual employee data is shared with employers.

Service Constraints

- Geographic Limitations: Localised rewards are available in 60+ countries globally. Full service is available in the UK, US, South Africa, and Japan. For countries without localized rewards, a 2-3 month notice period is required for implementation.