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PARTNERSHIP PERFORMANCE REPORT

Whatfix × QuicklyRelax

A real-world case for the employee-pay model. 17.5 months at Whatfix, where employees paid for their own sessions — and kept coming back.

WINDOW

May '23 → Oct '24

PRICING MODEL

Employee Pays

Scope. Employee-pays bookings only. The numbers reflect a steady-state employee-pays operation.

PREPARED MAY 2026
BY QUICKLYRELAX

0 cost to HR. 651 sessions delivered.

Why the employee-pay model is worth enabling at your company — what we saw across 17.5 months at Whatfix.

GOT ACCESS

548

Employees onboarded across 17.5 active months.

TRIED IT AT LEAST ONCE

290

More than 1 in 2 employees who got access booked a session.

CAME BACK FOR MORE

110

Booked 2+ sessions — 37.7% repeat usage.

SHOWED UP & COMPLETED

92.5%

Only 7.5% cancellations — well below industry norms.

PAID OUT OF THEIR OWN POCKET

96%

623 of 651 sessions — no HR subsidy, no wallet credits.

15-MINUTE SESSION

₹209

Avg. amount paid, after applying discount coupons.

30-MINUTE SESSION

₹550

Avg. amount paid, after applying discount coupons.

For HR, in one line: You don't need a budget. Employees pay for it themselves, more than half try it, and the ones who try it keep coming back. We've already proven this works for 17 months at Whatfix.

From a 20-slot test to a habit at Whatfix.

The numbers in this report came from a careful, gradual rollout. Each change was a response to what employees actually asked for.

01

MAY 2023

02

LATE 2023

03

2024 ONWARDS

LAUNCH · WE STARTED SMALL

20 slots a week, all 15 minutes.

- ₹ ₹300 per session
- ₹150 off 1st booking · WHATFIX
- 20 × 15-min slots / week

Co-branded code — employees feel ownership

Whatfix's name shows up in their wallet every redemption.

DEEPER · EMPLOYEES ASKED FOR MORE

Added 30-minute sessions to the mix.

- ₹ ₹600 for 30-min
- ₹100 off 2nd booking nudge
- 4 × 30-min + 12 × 15-min / week

30-min slots filled faster than the 15-min ones

Refutes the "₹600 is too expensive" worry.

HABIT · DISCOUNTS PULLED BACK

Discounts shrank. Demand held.

- ₹150 → ₹0 over 4 campaigns
- Bookings **didn't drop**

Product, not discount, is what drives every booking

17 months of self-sustained demand and employee's love.

Discount campaigns over time Pulled back gently as habit set in. Bookings held.

₹150 off

Launch

1st booking · WHATFIX

₹100 off

Q3 '23

2nd booking nudge

₹75 off

Diwali '23

Festival drop

₹50 off

New Year '24

Refer-a-colleague

₹0 off

By March '24

No coupon — bookings held

Employees didn't wait — they booked the first chance they got.

You don't need to push, nudge, or remind. When the program is on-site, employees self-serve.

BOOKED THE FIRST CHANCE THEY GOT

93%

277 of 290 employees booked their first session the very first time a slot was offered to them. No marketing, no follow-ups.

TRIED IT ACROSS 17 MONTHS

290

Of 548 employees who got access, 290 booked a session at some point. That's better than 1 in 2 — and stronger than most opt-in benefits we benchmark against.

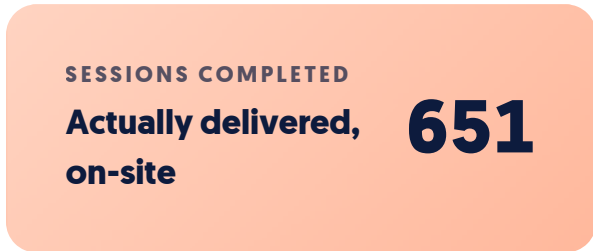
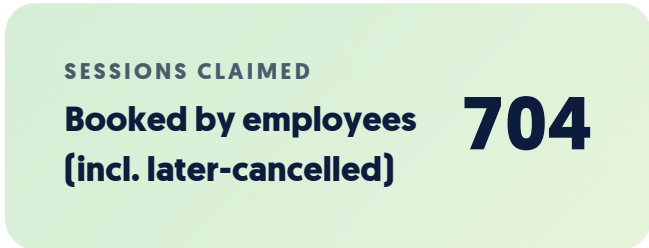
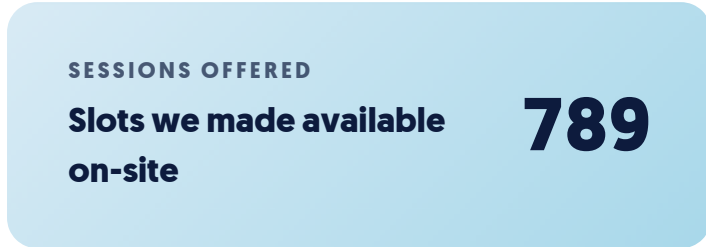
Monthly demand stayed steady, month after month

How many distinct employees booked each month, and how many sessions they took. No drop-off, no fad effect.



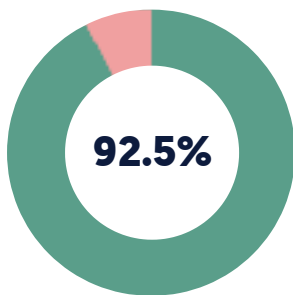
8 in 10 sessions we offered were claimed by employees.

Most wellness programs struggle to fill seats. Here, the problem was the opposite — therapist hours ran out before employee interest did.



What this means for you. You don't need to worry about empty seats or wasted therapist hours. Just the opposite — only 138 of 789 offered slots went unbooked over 17.5 months. The bottleneck was supply, not interest.

Status mix on in-scope bookings



- Booked & completed **651 · 92.5%**
- Cancelled **53 · 7.5%**

Cancellation rate is 7.5% — well below the 15–20% norm we see across other partners.

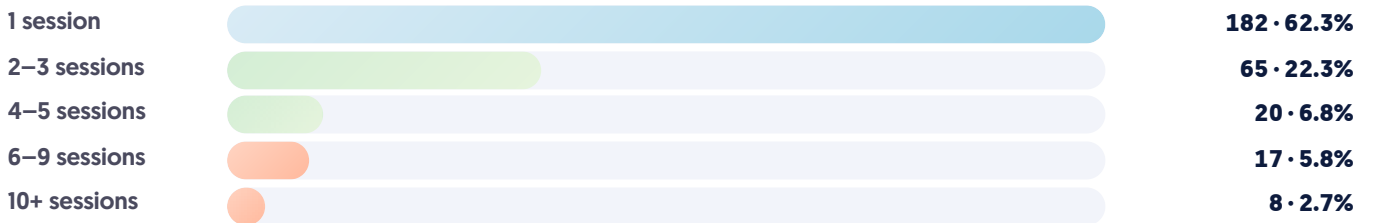
Once they try it, they don't stop at one.

The single best signal that something is working: people pay for it again. Out of 290 employees who tried it, 110 booked again — 33 became 5-session regulars.



How many sessions did each employee take?

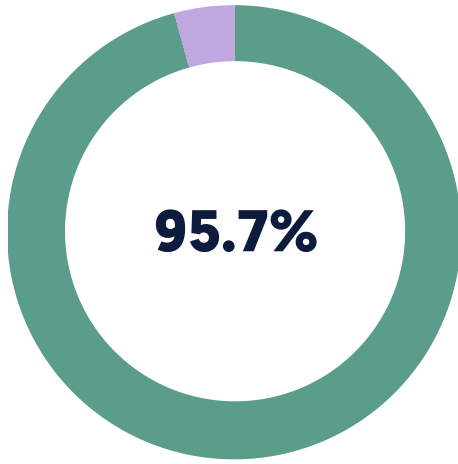
Across the 290 employees who booked at least once. The right-side tail is what real retention looks like.



Why this matters for you. Repeat usage is the cleanest signal that employees actually find value. They came back, on their own dime, for 17 months. That's not novelty — that's habit.

96% of sessions were paid by employees themselves.

Whatfix did not subsidise this program. Employees paid for their own sessions, voluntarily, again and again. HR's spend was zero.



- Paid by the employee **623 · 95.7%**
- Free (intro / trial sessions) **28 · 4.3%**

Zero HR spend. 623 of 651 completed sessions were paid for directly by employees. No wallet top-ups, no reimbursements, no monthly invoice from QuicklyRelax to Whatfix.

AVG. SPEND PER EMPLOYEE

₹450

Total an active employee paid out of pocket across the relationship.

EMPLOYEES WHO PAID

290

Each one chose to pay — repeatedly. The clearest signal of value.

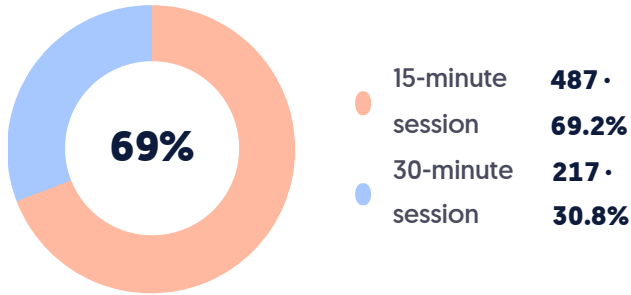
Pricing by session duration

●	<p>15 mins</p> <p>Employee Pays · 487 bookings · 262 employees</p>	<p>Per session</p> <p>₹300</p>	<p>BP cost</p> <p>₹0</p>
●	<p>30 mins</p> <p>Employee Pays · 217 bookings · 99 employees</p>	<p>Per session</p> <p>₹600</p>	<p>BP cost</p> <p>₹0</p>

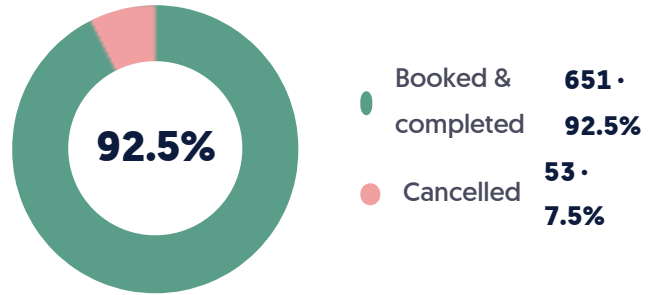
15 minutes is the default reset.

Most employees pick a short, in-between-meetings reset. Some go deeper. Either way, they show up — 92.5% completion across 17.5 months.

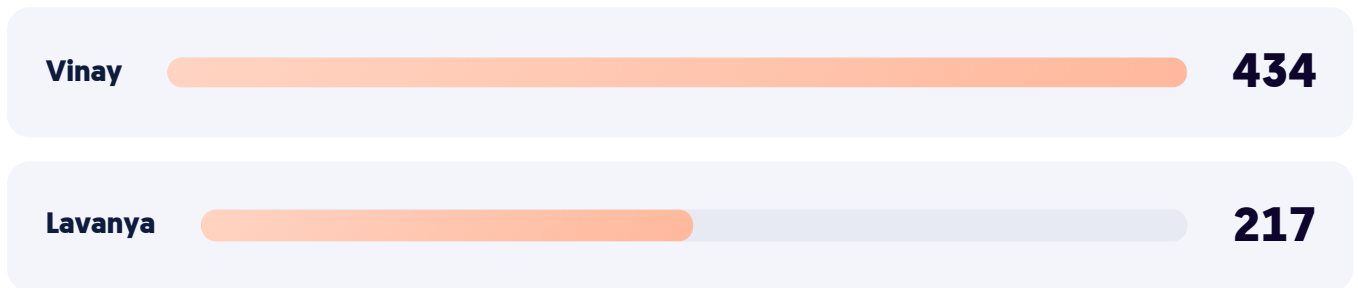
Duration mix



Completion mix



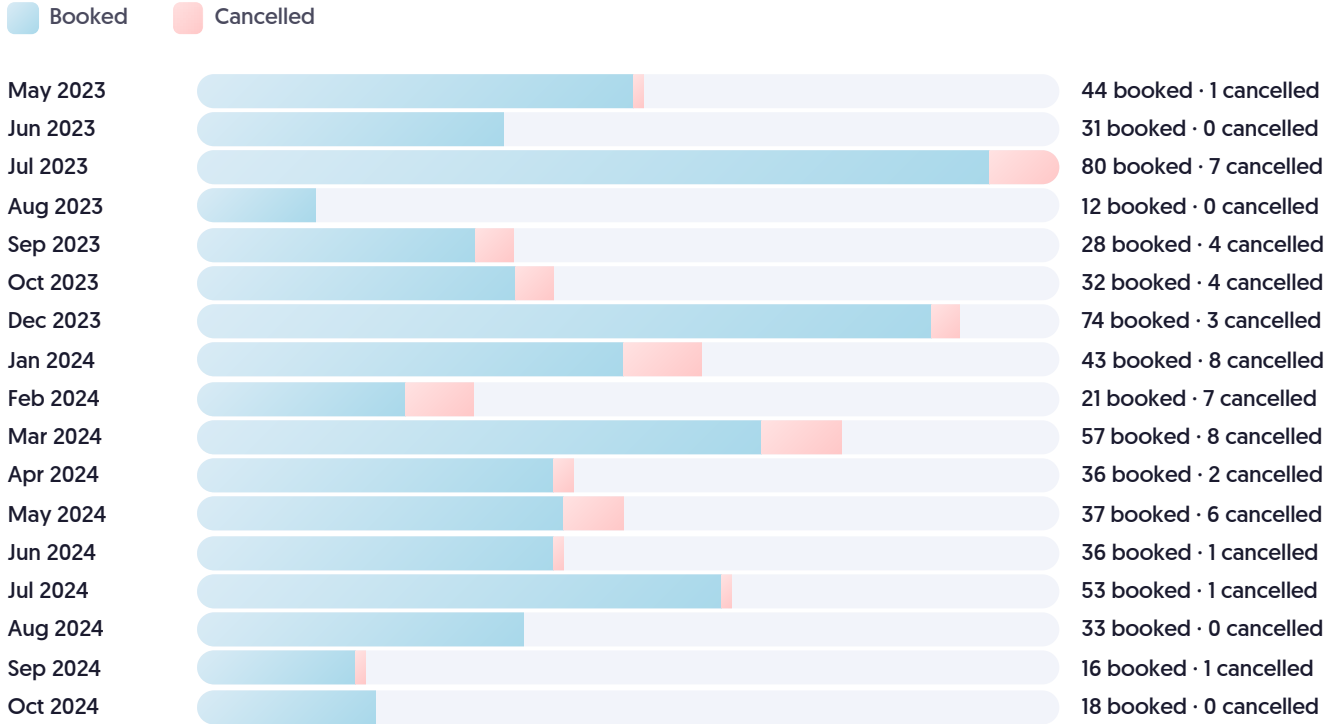
Top therapists by sessions delivered



What this means for you. The same two therapists delivered every session — no rotating strangers, no quality drift. 92.5% of bookings made it all the way through. The program runs without HR having to babysit it.

17 straight months of real demand.

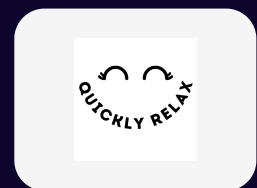
Booked sessions in blue, cancellations in coral. The Jul '23 and Dec '23 spikes are months we caught up after a therapist gap. No fad. No fall-off.



Why this is safe to enable at your company. Zero HR spend — employees pay directly. · Real demand — 1 in 2 try it, 1 in 3 come back. · Reliable delivery — the same 2 therapists, 92.5% completion, 17 months without a hitch.

DATA SOURCE

All numbers derived from production data.



What employees said, unprompted on Slack.

Real reactions captured from Whatfix's internal Slack channel after sessions.

01

FEATURED · ON THERAPIST QUALITY



Tathagata Das Sarma 10:25 AM

[@rolf.fit](#) The therapist plays a pivotal role here - top notch! Undoubtedly, it offers great value for both time and money, especially during a long day at work. Such practices are commonly observed in workplaces abroad and actively promoted. Keep up the commendable work!



02



Abhimanyu Sharma 12:29 PM

Thanks for conducting this [@Harshil Mittal](#). The therapist is very nice gave a nice muscle massage. Also, helped with few exercises to reduce shoulder muscle stress. 🙌🔥🍷



03



Salil Gupta 5:20 PM

Thanks for conducting this [@Harshil Mittal](#). The therapy session was incredibly helpful in alleviating muscle tension and improving mobility. I feel much better now.



04



Prasanth Kadimisetty 5:53 PM

Thanks for conducting this session [@Harshil Mittal](#). Therapist was very humble & skillfull at therapy. That was good relaxing 15-20 min in a busy day 😊.



05



Brijesh Reddy 7:54 PM

What an amazing 15min of muscle therapy! Thank you [@Harshil Mittal](#) keep rocking! (edited)



