
BackHug User Trials Survey Results

PACLA MEDICAL • January 2020



People from 14 companies tried BackHug (May 2019 to Jan 2020)

- Short 10-12 minute 'taster' sessions on BackHug vs. regular session at 15 minute.
- The companies ranged through:
 - Banking, Investment, Insurance
 - Software & Internet (3 companies)
 - Recruitment services
 - Manufacturing (2 companies)
 - Travel
 - Consumer Goods distribution
 - Call centre
 - Public sector, Higher education



1) Back Ache a very common issue among staff

- On average, 90% of respondents indicate experiencing some form of neck and/or back aches and pains.

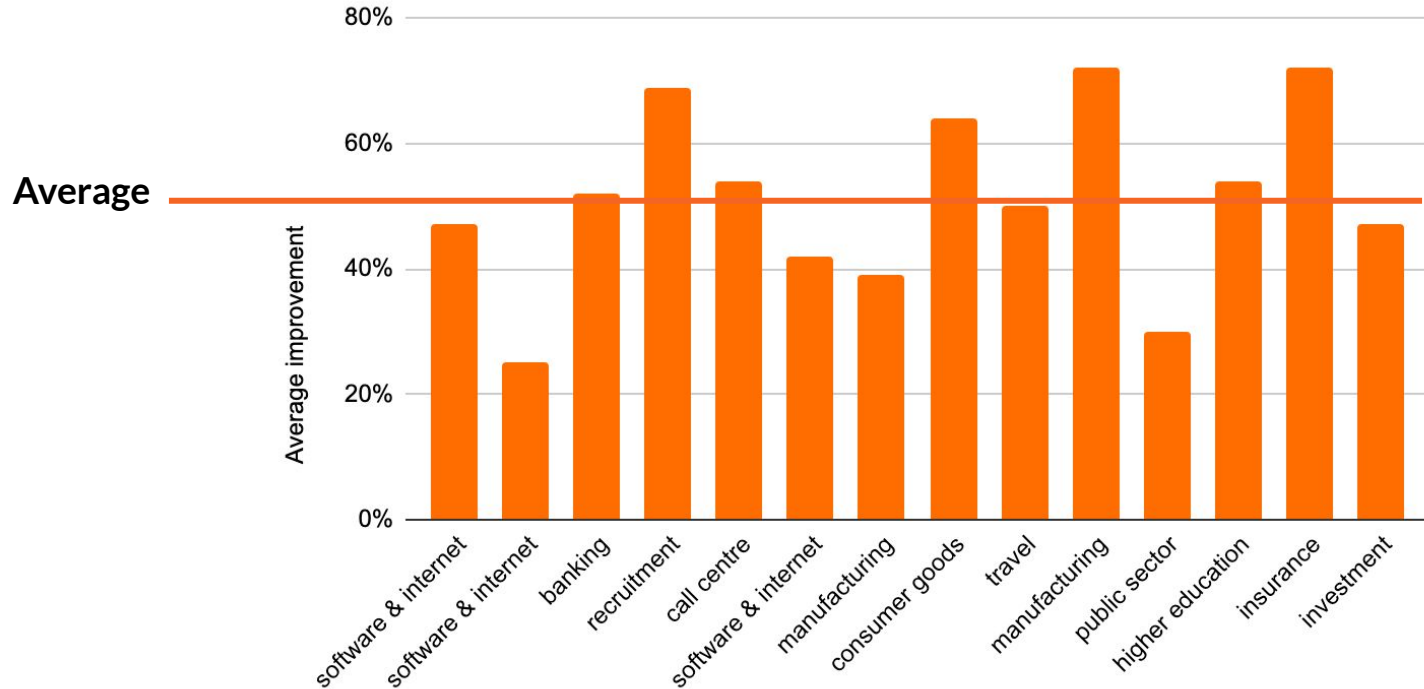


2) BackHug makes a huge impact

- 90% of respondents stated the BackHug taster session had a relaxing/soothing effect.
 - 'Yes and I'm a trained deep tissue masseur'
 - 'Pretty much perfect. Doing a great job. remarkable impact'
 - 'The new pampering setting was very relaxing'
 - 'Pressure was perfect, it helped relieve my tense upper back'
 - 'Was excellent and lying down a massive help'
 - 'Relaxing, enjoyable'
 - 'Really liked it. Definitely an improvement'



3) BackHug improved back comfort by 51% on average during short taster sessions.



4) BackHug perceived as great value.

- On average people who tried BackHug think £8 is a fair price for the service.
- In fact, our pricing can be as little as £1.99 per session for the host as part of the subscription model.



5) Acceptance and frequency of use.

- 95% of respondents would 'definitely' use BackHug if it was available in their office.
- Average number of days between sessions would be 7.1 with some dispersion. Some once per day, some fortnightly.

Summary of findings



- 90% of testers experience back issues.
 - BackHug improved back comfort for 90% of respondents.
 - 51% back comfort improvement on average.
 - 95% would definitely use BackHug.
 - 3£/session pricing is extremely attractive.
 - 7.1 days between BackHug sessions for users but varies a lot per user.
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THANK YOU

