

TOUCHPOINTS AND WORK PERFORMANCE: A CUSTOMER CASE STUDY



CASE STUDY SUMMARY:

USER PROFILE:

- Bill, 38 year-old CEO of a global company
- Anxiety and sleep difficulties

CHALLENGES:

- Exhausted, overwhelmed with work
- Irritable with employees
- Difficulty with sleep onset

SOLUTION:

- TouchPoints Original on sleep setting for 15 minutes before bed
- TouchPoints Original on focus setting for 30 minutes every morning
- TouchPoints Original on calm settings as needed during the day

KEY RESULTS:

- 30 minutes average faster sleep onset without sleeping pills
- Employee 360 feedback ratings showed significantly higher on patience, ability to implement details, and acknowledgment of strengths and limitations
- Yearly gross revenue increased 50% (14% average from past 3 years)
- Less overwhelmed, ability to handle more during the day, improved life satisfaction

Bill S.* is the CEO of a large, global company who, like many CEOs, used to feel anxious and overwhelmed each day.

"There was just so much to do it was hard to keep it all straight and balance everything. I tried to keep the anxiety away by staying busy but as soon as there was a quiet moment, my heart would race and my thoughts seemed out of control. I had to take sleeping pills every night otherwise I would toss and turn for hours."

Bill was resigned that anxiety and sleeplessness were going to be a part of his everyday life, until he discovered TouchPoints.

"At first I was skeptical. I thought, how are two little squares going to make any significant impact?" The first time he turned them on, he noticed an immediate change. "It was like I couldn't feel the stress in my chest. It was tight and it lightened up immediately. I wasn't sure what was happening, but it was a significant difference."

Bill started using TouchPoints Original on the focus setting for 30 minutes each morning while getting ready. "I liked that I could multitask while they were in my pockets. When they are on it feels like whatever I'm thinking about doesn't have that stress attached to it anymore and I'm confident I can handle things." He also used them during stressful negotiations and 15 minutes each night before sleeping. "After a few weeks I stopped taking sleeping pills. I had been on them for 8 years." With his medical doctor's approval, he stopped taking them and was able to sleep through the night.

Bill's consistent use of TouchPoints™ for 8 months has yielded more business profitability, significantly better sleep without sleep aids, less irritation, fewer stress related body sensations, and an overall sense of well-being. During his last employee review, ratings of his patience, ability to follow-through on initiatives, and knowledge of his own strengths and weaknesses significantly improved. "I would recommend TouchPoints™ for a general stress reliever and a performance enhancer." Bill shared.

ABOUT TOUCHPOINTS:

TouchPoints are twin neuroscientific wearables that are worn on either side of the body preventatively or on-the-spot for 15 minutes before, during or after a stressful situation. They were designed to provide fast relief from stress and anxiety at the push of a button. Using gentle, haptic microvibrations called BLAST (bilateral alternating stimulation tactile). This technology is backed by decades of scientific and academic research on bilateral stimulation that quantifies significant brain changes after just seconds of use.

TouchPoints give the user a gentle vibration that affects the brain and alters the body's fight, flight or freeze response to restore calm nervous system functioning. This not only helps to reduce the amount of perceived stress experienced, but also the associated body sensation that comes with it (i.e. stomach butterflies or tightness in the chest). TouchPoints are a natural and effective solution to anxiety and focus issues, and can enhance performance and sleep.

