



**Atlanta, GA, US-based corporate wellness and employee engagement platform headquartered in Atlanta, Georgia. The company specialises in integrating workplace wellness, safety, and employee recognition into a unified, mobile-first platform.**

**A Total Rewards Platform for Wellness, Safety, and Recognition**

## Engagement Overview

Crownstack, a leading technology solutions provider, started working with GoPivot as an engineering partner in 2025. Their role was crucial in developing and implementing the engineering solution that empowered the GoPivot business.

## About the Customer

The company specialises in integrating workplace wellness, safety, and employee recognition into a unified, mobile-first platform. GoPivot stands out by using a pay-for-participation model—meaning employers only pay when their employees actively engage with the platform’s programs. GoPivot is a mobile platform designed to recognise your employees while actively contributing to their wellness and safety. This innovative, points-based rewards system is transforming the way businesses motivate and engage their teams.



Industry	Professional Services
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## Business Challenges

- Unifying two distinct platforms (**gBehavior** and **Rival Health**) into a single, cohesive user experience
- Ensuring **HIPAA compliance**
- Building a **scalable and secure system** capable of supporting up to **20 million users**
- Driving **sustained user engagement** across diverse health programs
- Maintaining **data accuracy** from integrated sources such as biometric testing, HRAs, and health plans

## Business Solution

Our Engineering team is working with the Gopivotl team to conceptualise the solution and implement various new features with their existing systems.

- Partnering with Pivot to define the product roadmap
- Consolidating features from both legacy platforms into a unified, HIPAA-compliant solution
- Designing a standard interface for a seamless user experience
- Building a shared back-end infrastructure to support scalability and security
- Implementing user-centred design to elevate engagement
- Prioritising scalable architecture and secure data handling
- Using agile methodologies to drive phased development focused on high-impact features first

## Technology Stack

Backend	Languages: Java, Node.js Frameworks: Spring Boot, Express
Frontend	Frameworks: AngularJS, Angular 14
Database	MariaDB
Web Server / Hosting	Azure

## Business Outcome

- **Unified platform experience** – consolidating gBehavior and Rival Health into one cohesive solution reduces operational complexity and creates a consistent, engaging user journey.
- **HIPAA-compliant and secure** – addressing compliance and security requirements builds user trust and ensures sensitive health data is handled responsibly.
- **Scalable architecture** – supports growth up to 20 million users, enabling Pivot to expand its market reach and serve enterprise clients effectively.
- **Improved data accuracy and interoperability** – integrating biometric testing, HRAs, and health plans ensures reliable insights and better decision-making.
- **Sustained user engagement** – user-centred design and streamlined interfaces drive higher participation in health and wellness programs, leading to improved outcomes.

## Further Links

[Learn More About Crownstack's Offerings](#)

[Learn More about GoPivot](#)