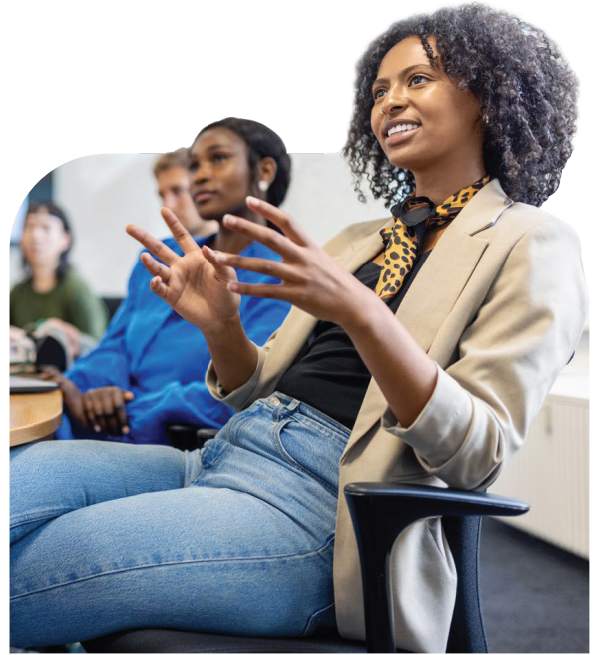


CASE STUDY

# Global Customer Experience Services Company Streamlines Its Global Mental Health Program to Achieve 13x EAP Engagement with Journey



**32%**

Utilization of Journey Proactive EAP

**13x**

Increase in utilization in their first year with Journey

## Challenges of Separate EAPs Across Regions

A global customer experience services company with a workforce spanning 19 countries and comprising 100,000 employees, recognized the need for a unified Employee Assistance Program (EAP) across their diverse global team. Their existing approach, which involved various regional programs, caused inconsistent employee experiences and was challenging to manage cohesively. With a lower EAP utilization rate, the company sought a comprehensive solution that would enhance their current offering within a single, standardized program that would cater to their entire workforce.

Partnering with Journey, they aimed to enhance mental health support for their employees using a proactive approach built for its diverse teams. The successful global rollout of Journey's Proactive EAP saw 32% overall utilization, marking a significant 13x increase compared to previous offerings.

The global customer experience services company recognized the unique mental health challenges in each country and sought a solution to address these needs, ultimately aiming to improve EAP utilization and employee satisfaction across regions. Committed to providing comprehensive mental health support, they were determined to find a single EAP solution for their global workforce.

*"Each country presented unique needs. We needed a comprehensive all-in-one solution to meet the diverse needs of our global employee base."*

**Director of Global Benefits**

## Their Objectives Included:

### Meeting Varied Regional Needs:

Each country has distinct mental health needs, shaped by local events and demographic-specific workplace issues.

Their mental health program needed to cater to the diverse requirements across regions.

### Increasing EAP Utilization:

Improving awareness and diversity of resources to boost utilization.

### Enhancing Services with Specialized HR and Leadership Support:

Both HR and leadership teams needed additional support to help manage the rollout of these resources, address crises, and improve utilization levels.



*"After evaluating 7 different vendors, Journey immediately distinguished itself with its proactive approach. What caught our attention was the functionality of the app itself, enabling our employees to access a level of support far beyond what a traditional EAP offers."*

— Director of Global Benefits

## Empowering Proactive Mental Health Support for All

With Journey, the company found a comprehensive mental health partner that unified their EAP across every region to provide a consistent and streamlined experience. Journey enhanced the mental health program by offering a proactive approach tailored to their diverse global preferences.

With Journey Proactive EAP, the company received a global custom engagement strategy, digitally diverse and accessible content, concierge-level HR support, and swift access to diverse counselors, empowering employees across 19 countries to proactively manage their mental health from one solution.

## Customized Support for Regional Rollouts

Journey's implementation and custom onboarding ensured successful integration into their global operations. These custom launches created wider awareness of Journey's diverse mental health resources and counseling services catered to each region's needs, leading to 13x increase in employee utilization.



*"Custom engagement strategies were crucial for us. We were pleasantly surprised by the seamless implementation process provided by Journey. Initially, there were concerns about adding Journey to our workload, but their comprehensive HR support alleviated any stress. Currently, we're expanding to four more countries. Journey's support team has been so transparent and accommodating for every rollout, ensuring we have all the necessary resources for successful regional launches."*

— Director of Global Benefits

As part of the initial rollout, Journey conducted launches across fifteen countries, with more planned rollouts throughout the year. Each launch included eight onboarding sessions, reaching over 40,000 employees.

The Director of Global Benefits noted the exceptional attendance, attributing it to Journey's assistance in providing printed signage, videos, and multilingual materials. The seamless experience provided by Journey left no room for complaints, fostering a positive engagement environment.



## Promoting Global Mental Wellness Through Proactive Approaches

Journey's intuitive digital app, accessible in numerous languages, enabled daily check-ins that fostered self-awareness and introspection among employees. The Director of Global Benefits praised the app's effectiveness, stating:

*"The app is fantastic and has been beneficial for our team. It prompts them to select how they're feeling each day, similar to our intranet, which asks at the start of each shift. This helps employees stay aware of their emotions, especially during busy days when they're on autopilot. Taking a moment to reflect brings us back to a conscious state, helping us understand our actions better and improve."*

— Director of Global Benefits

Additionally, Journey's unique proactive approach supported the promotion and awareness of mental health resources through a blend of on-site and online initiatives, such as developing monthly campaigns, posters, daily emails and intranet banners.

Collaborating closely with the company's Culture Champions, Journey ensured that the program's impact resonated across diverse regions, promoting inclusivity through custom initiatives such as integrating banners on the new intranet, messaging systems, assisting in video promotions, and featuring Journey in the company-wide podcast to amplify awareness of Journey benefits and offerings.

### Comprehensive Digital Resources for Anyone

Journey provides a wide range of mental health resources available in multiple languages, catering to global diversity. Our comprehensive library includes personalized digital content such as live and on-demand classes accessible across web and mobile platforms.

Employees have access to numerous videos and articles covering relevant mental health topics for self-guided learning, including courses on work-life balance, burnout, caregiving for new parents, LGBTQ+ mental wellness, and coping with mass tragedies, empowering them to proactively manage their mental health.



## Proactive Support for HR Development

HR support, particularly focusing on critical incidents and stress management, became increasingly essential for the company to improve navigation of difficult situations. Through Journey's HR and Leadership training services, their HR and leadership team was better equipped with essential topic-specific training and resources needed to address various mental health topics transparently and effectively with their workforce.

## Enhancing a Mental Health Program, Globally

Through its partnership with Journey, the company was able to address the global challenge of enhancing mental health support and utilization across every region. Journey's proactive approach, along with its diverse resources and concierge-level implementation, enabled them to improve their mental health program across a global workforce.



*“With Journey, we got an incredible platform, proactive service, and effective marketing and communication.”*

— Director of Global Benefits



### Learn More About Journey Proactive EAP

Are you ready to elevate employee mental health and increase EAP engagement across your organization?

**Schedule a demo today.**

