

CASE STUDY

A leading and fast growing retailer chose to prioritise the mental health of their global workforce by providing access to Plumm’s on-demand support and expert-led resources.

Unicorn online retailer



Engagement Manager

I couldn't feel prouder to have worked with all the Plumm family! Besides being amazing human beings, you are extraordinary and tireless professionals who are truly dedicated to a greater good. We couldn't have a better partner!

Our partnership

In October 2021, this enterprise sought to introduce the ultimate workplace wellbeing solution to their workforce and decided to partner up with Plumm.

Due to a wide reach and effective utilisation of Plumm’s services, they have upgraded their contract after just seven months.

Although they had initially signed a one-year contract with Plumm, a mutually satisfactory collaboration resulted in them upgrading to a two-year contract after just seven months into the partnership.

The decision to upgrade was premised on the high utilisation rate of Plumm services by their 6000+ employees.

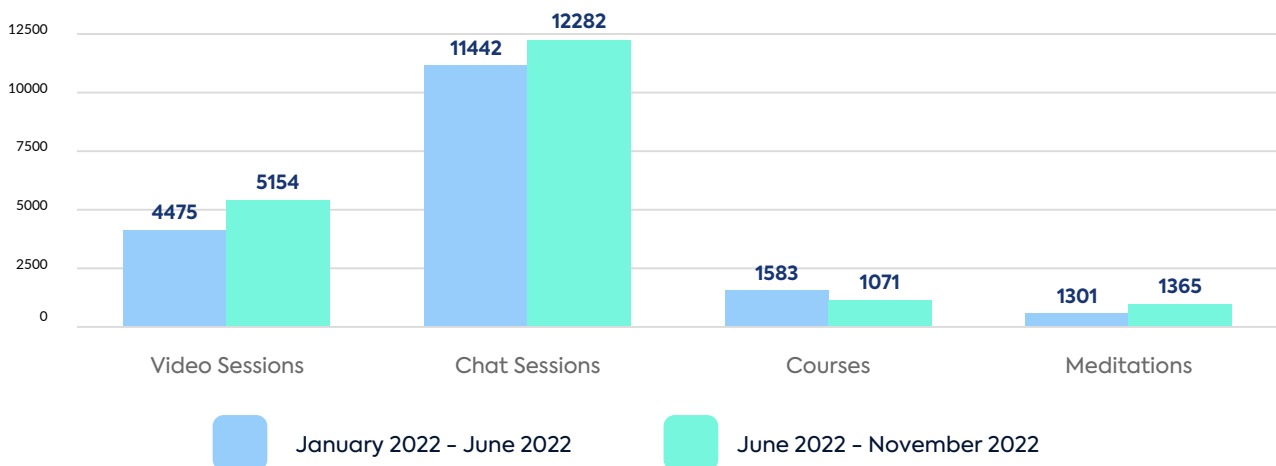
Approach

We have fostered a strong and lasting partnership, powered by customised care and careful attention to the finer details.

The company's growth with Plumm can be largely attributed to the various internal awareness campaigns that were conducted, as well as the personalised approach we took to accommodate their unique needs. And the close-knit relationship we formed with their teams was pivotal to helping drive strong internal communication and awareness, which positively impacted utilisation rates. As a result, their employees have also begun attending Plumm's CPD-accredited Mental Health First Aider (MHFA) training.

Results

The utilisation rates of the relevant services are visually presented in the bar graph below.



The use of all Plumm's services by their employees has, on average, risen by 6%.

According to the figures presented in the graph, there have been a notable continued engagement over the first half of the year (January 2022 – June 2022) to the second half of the year (June 2022 – November 2022), now that they have been our partner for over a year.

Chat therapy sessions have evidently been the most popular service, followed by video sessions.

We've seen a switch in focus for self-guided care from participation in courses, to utilisation of meditations which suggest behaviour of regular users is shifting from an active change stage into ongoing maintenance of their mental wellbeing.