

CASE STUDY

Global HR software company

A **unicorn ranked global HR software company** partnered with Plumm in March 2021. Throughout their rapid business growth, Plumm has continued to ensure that their expanding team receives consistent support that is accessible, affordable, and tailored to their unique and changing needs.

Our partnership

This partner joined forces with Plumm to introduce on-demand, world-class mental wellbeing services to close to 80% of their team. They have signed a long-term contract with Plumm which is currently ongoing.



Approach

At Plumm, we understand the growing pains that come with start-up culture, as well as the risk of employee burnout within high-performance, hyper-growth companies.

Using this insight as a guide, we modelled a different care-approach towards this company by allowing them to book an uncapped number of sessions until the annual limit was reached.

We invested a lot of time and resources in order to understand how their team perceives mental wellbeing.

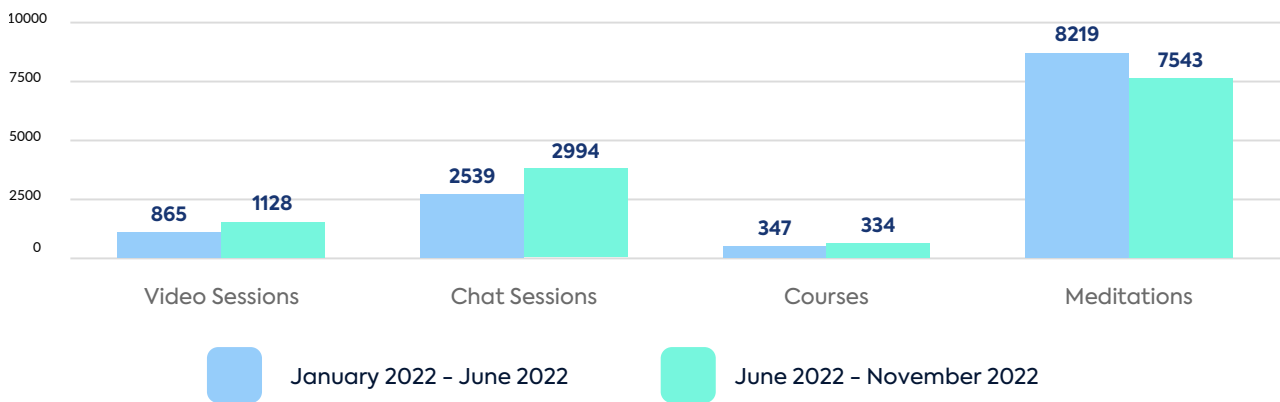
By doing so, we were able to identify the most pressing needs for their team. Due to the high level of care and attention from the Plumm Customer Success Manager, we became – and continue to be – their one-stop shop for mental wellbeing, therapy and coaching alike.

Results

Due to the rapid growth of the company's size and headcount, there has been a steady utilisation rate of Plumm's services over the course of our partnership.

Since the start of our partnership, they have grown from a headcount of 40 employees to almost 800, of which 78% are currently receiving mental health support with Plumm.

The increase in utilisation of Plumm services is visually displayed in the graph below.



Based on the figures presented in the graph, it is notable that there has been a steady and continued engagement rate during 2022, continuing the strong engagement experienced when they first joined.

According to the graph, our meditation feature has been the most popular service in 2022, followed by chat therapy, video therapy and online courses.

It is evident that the usage of self-help care was more commonly used during 2022 vs 2021, which suggest that our regular users are starting to switch focus to maintenance of their mental wellbeing.

Plumm offers convenient assistance that is designed to be incorporated into busy schedules. Our chat therapy is available 24/7, which gives employees the opportunity to message their therapist anytime convenient for them. Meditation is commonly used during hours that require focus, and with our wide ranged library of meditation, there is a perfect fit for any situation.