



Building a Culture of Wellbeing at Scale

*An Employee Assistance Program (EAP)
partnership with an Indian Multinational
Conglomerate*



EXECUTIVE SUMMARY

A partnership that turned support into a habit

Over the past **7 years**, Silver Oak Health has partnered with one of **India's largest multinational conglomerates** to build a comprehensive Employee Assistance Program (EAP) that supports employees and their families through counselling, digital wellbeing tools, on-ground engagement, and preventive mental health care. What started in 2019 as an awareness-led initiative has evolved into a structured wellbeing ecosystem.

Over time, counselling adoption grew steadily, digital engagement expanded more than tenfold, and employee help-seeking behaviour began shifting from crisis-led intervention to early, proactive support.





ABOUT THE CLIENT

Support at the scale of a nation-sized workforce

The client is one of **India's largest multinational conglomerates, a Fortune Global 500 group** with interests spanning across a wide range of industries and business segments. The organization has one of the largest and most diverse workforces. Its people include corporate professionals, frontline staff, factory workers, and retail teams.



3L+

*employees supported across
12+ states.*

Pan-India

Multiple cities & multilingual support

Broad business portfolio

Varied industries & business domains

Mixed workforce

Corporate & frontline

Whole-family

Employees & dependents

THE REALITIES ON THE GROUND

One workforce, many different pressures



Media & Digital

Shift work, screen & news fatigue, fast pace, work-life balance



Projects & Engineering

High pressure, heavy travel, burnout, long hours in heat & climate-exposed sites



Retail

Customer-handling stress, long working hours, emotional exhaustion



Sales & Marketing

Performance pressure, on-field work, physical-health strain, stress management



Managers & People Leaders

Supporting employees, building psychological safety, bridging generational gaps



Oil & Gas/ Exploration (ENP)

Remote locations, long rotations, family separation, mental fatigue

“

Wellbeing at this scale isn't one problem, it's many.
Each function carries its own pressures, so, support has to be tailored, not generic.

EAP as an Early-signal System for Workforce Wellbeing



The EAP became a continuous workforce wellbeing intelligence loop, not a standalone employee benefit.

BUILT TO REACH EVERYONE



Multilingual support

Designed for India's many languages, not just English-first head offices



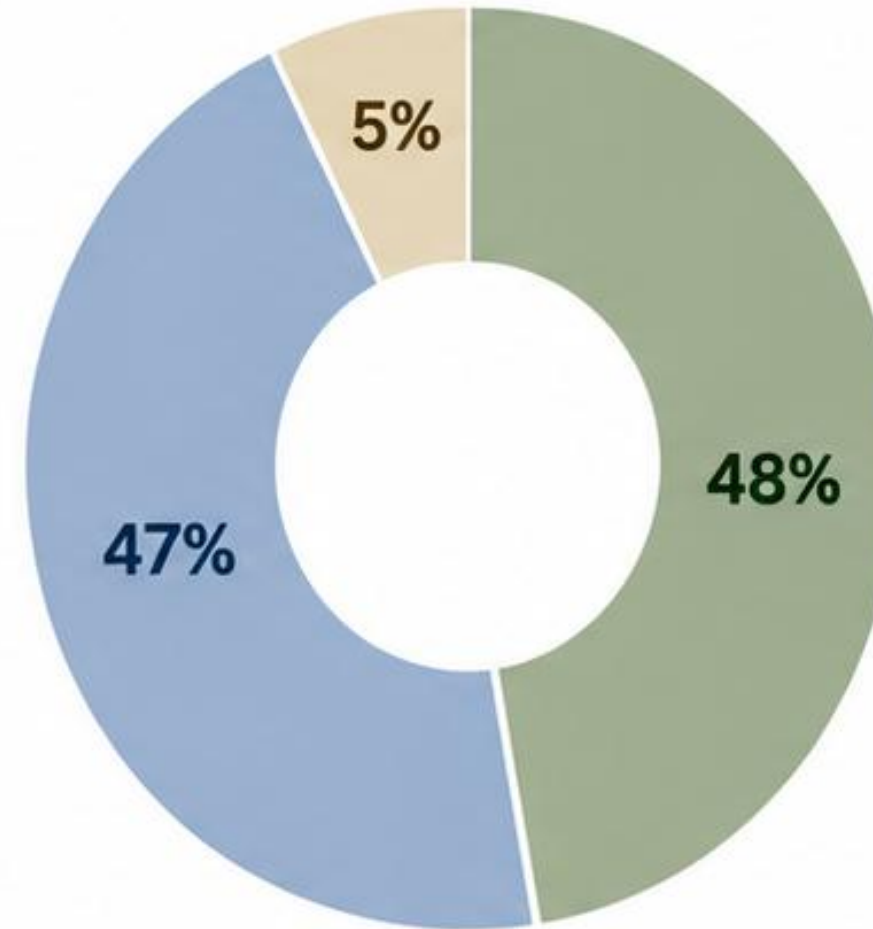
Office & frontline

Serves corporate, factory and field employees across 12+ cities



Hybrid access

Phone, video, face-to-face and a digital portal; employees choose



- Video – 48%
- Phone – 47%
- Face-to-face – 5%





PARTNERSHIP RHYTHM

How the program stayed relevant for 7+ years

Structured governance converted usage data into action, visibility and continuous improvement.



Business-unit planning

Interventions tailored to each industry, site and workforce segment



Anonymised trend analysis

Utilization, feedback, counselling and session themes were reviewed regularly to spot what needed more attention



Awareness calendar

Webinars, kiosks, floor walks and marketing-led communications kept the EAP active beyond launch



Risk protocols

High-risk & critical cases were supported through follow-ups, escalation pathways & continuity of care

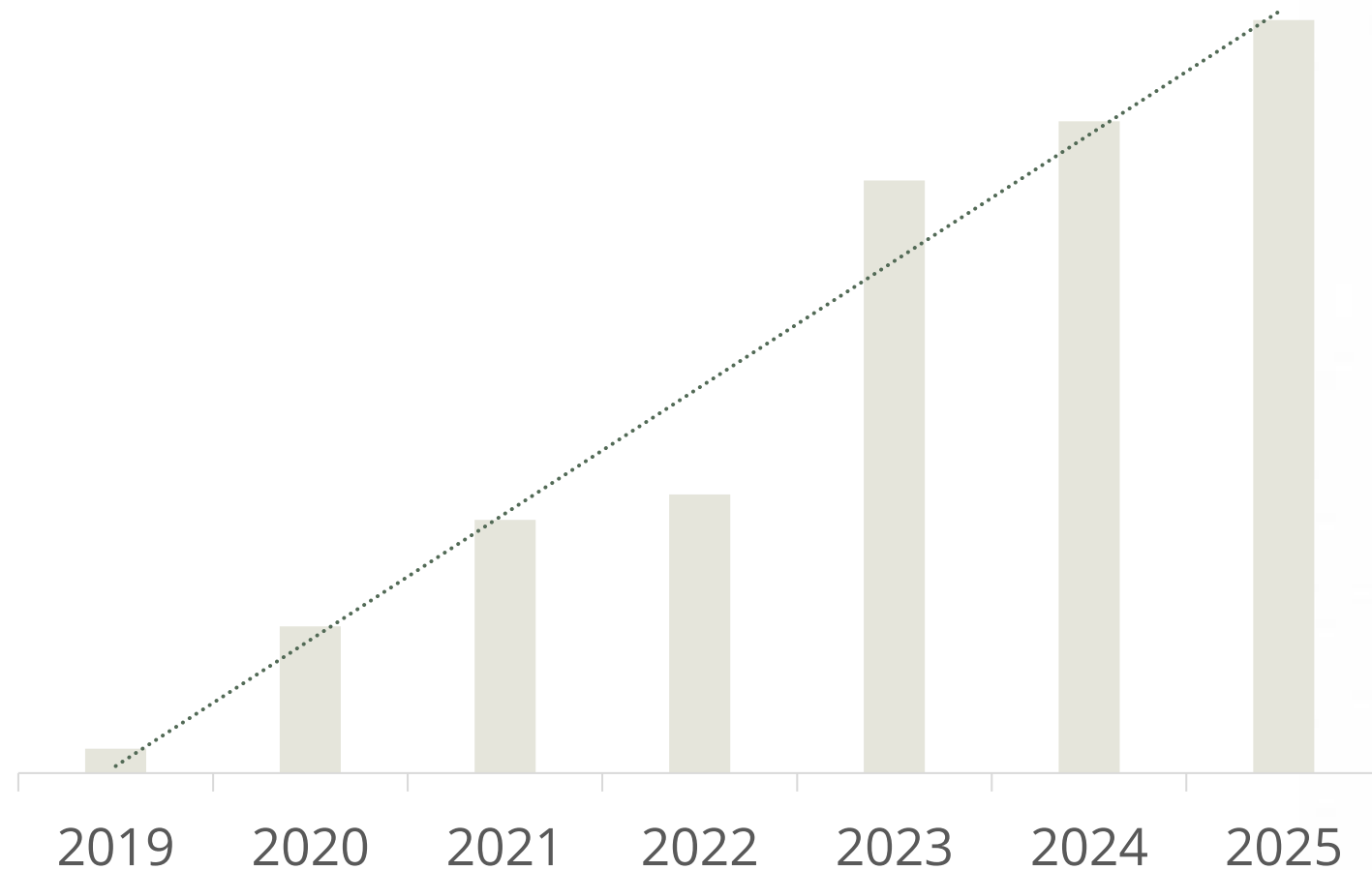


Feedback loop

Employee and HR feedback fed into the next engagement cycle

This governance layer is what made the EAP feel owned, responsive and embedded, not outsourced.

Trust isn't bought, it's built, year over year



Phase 1 · 2019—21

Launch & trust-building

The years an EAP takes to embed. Focused on awareness and building employee trust, with utilisation rising steadily from a naturally low



Phase 2 · 2022—24

Expansion

With the program integrated, utilisation scaled sharply — counselling more than doubled, sessions as digital and preventive tools took hold.

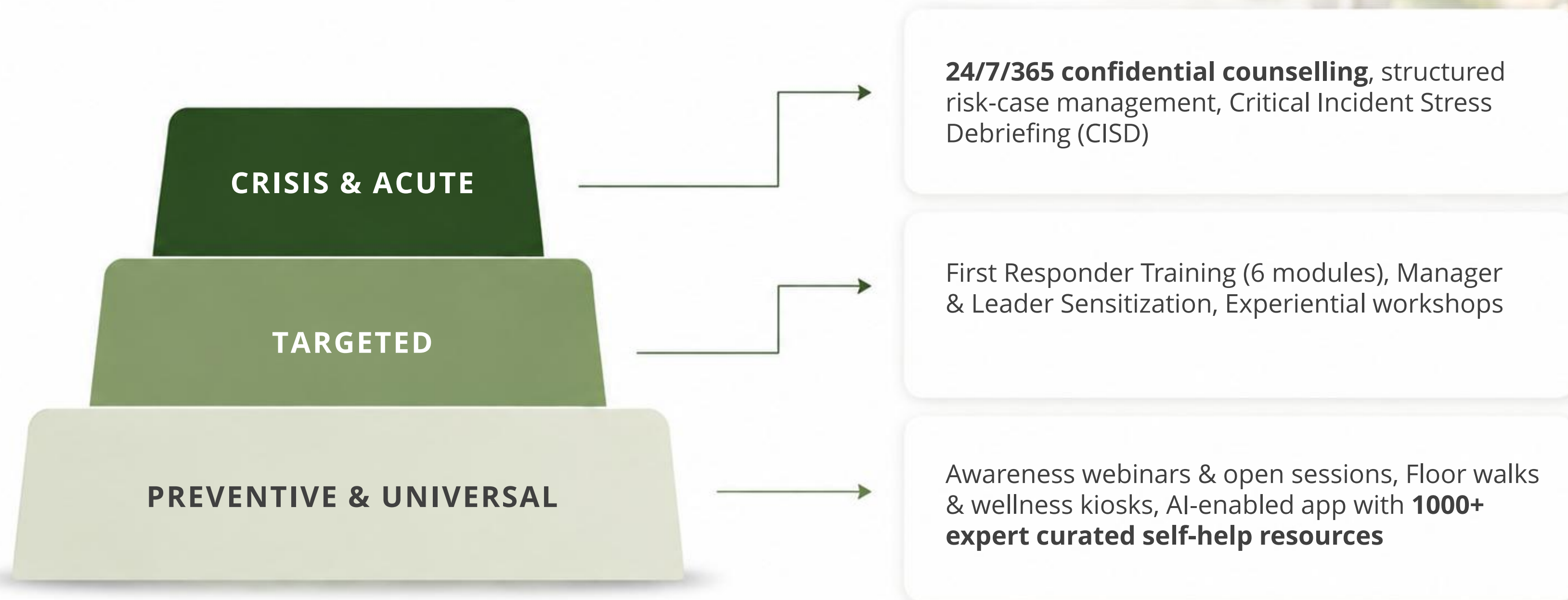


Phase 3 · 2025—26

Maturity

Counselling and self-guided tools matured into one integrated wellbeing ecosystem

Full-spectrum support, from prevention to crisis



81% counselling completion reflects strong continuity of care. Engagement across corporate, frontline, and factory teams highlights growing trust and continued opportunities to expand reach.



One EAP, used differently in Every Industry

A multi-industry workforce doesn't use an EAP one way, utilization adapted to each business's reality, and the program flexed to fit.



Hydrocarbons & Manufacturing

Experiential on-ground sessions — Dance into Discovery & Living Every Moment for large factory-floor teams.

Improved frontline visibility



Media & Digital

Mass floor walks & wellness kiosks — meeting fast-paced, shift-based teams where they sit.

Easier access for fast-paced teams



Retail

Capability-building + kiosks — First Responder Training & wellness kiosks, scalable across stores.

Stronger frontline awareness



Projects & Engineering

Rest & resilience programs — Rebooting: 7 Types of Rest for high-pressure, travel-heavy teams.

Addressed fatigue and burnout



Oil & Gas / Exploration

Virtual / online delivery — 6-module First Responder Training online, for remote rigs & long rotations.

Reached remote teams



Sales & Marketing

Light digital micro-engagements — Self-Care Crossword & Tranquil Thursday for on-field staff.

Sustained mobile workforce engagement

From risk response to early intervention

66%

of identified risk cases were
successfully de-escalated through
structured counselling



High risk individuals supported, an average of 12 follow-ups each, focused on recovery and stabilisation.



Help-seeking shifted earlier psychological concerns fell 39%→23% while personal/adjustment concerns rose 20%→34% — employees coming in before crisis.

The data, in employees' own words

“

This training has the tools and knowledge to help people struggling with their mental health, and it made me feel like I'm part of a more caring community.

“

I am taking sessions from therapist from Silver Oak Health for 3 years. Well planned sessions, worksheets, techniques and check in calls.

“

This was a very excellent session just what happened was required before exam. Explained everything in an understandable manner and communicated very clearly.



Counselling satisfaction



Webinar satisfaction



From Employee Benefit to Wellbeing Infrastructure



1

Trust compounds

Engagement grows when a program stays consistent for years and an EAP needs ~3 years to fully embed.



2

Reach is deliberate

Reaching every employee requires multilingual, multi-channel, and on-ground support, not just an English-first helpline.



3

Outcomes are provable

Early support and improved high-risk outcomes make an EAP a measurable way to reduce workplace risk.



4

Feedback sustains momentum

Quarterly reviews of data and feedback have helped the program adapt to changing workforce needs for over 7 years.



When support is trusted, accessible and continuously improved, wellbeing becomes part of how the organization works.



Here at Silver Oak Health, seeking help is a positive sign!

Reach out to us by phone or email

+91 8062689688 | sales@silveroakhealth.com

EMPLOYEE WELLBEING & ASSISTANCE PROGRAM

 web.silveroakhealth.com



ISO 27001: 2022 CERTIFIED