



Why Organizations are Switching to a Smarter EAP?

From passive coverage to proactive wellbeing architecture





The EAP Industry Has An Engagement Problem

Program exists. Awareness doesn't.

The safety net is there, but employees don't know how to find it

<5%

Average EAP utilization across
India & global benchmarks

4/5

Employees in India reported at
least 1 adverse mental health
symptom

59%

Indian employees report
burnout symptoms

This is not a budget problem. It is a design problem

5 Signals That No Longer Go Unnoticed



Wellbeing is invisible

Mental health conversations only surface during a crisis; never proactive, never consistent



Employees don't know help exists

When employees struggle, they turn to informal networks or personal therapists, unaware that structured, professional support is already available to them



Confidentiality issues

Confidentiality issues remain a critical barrier preventing employees from seeking help



Leadership can't clearly see the ROI

Leadership senses the program isn't working, but lacks data-backed evidence to challenge it, improve it, or justify investment



Managers are left without a playbook

Managers want to support struggling team members but lack the tools, language, and frameworks to act confidently

Why Traditional EAP Models Fall Short



HR carries the awareness burden alone

No proactive engagement model. Every awareness push required HR bandwidth; hours spent monthly on a job that should have been the provider's responsibility



Session caps cut support short

Rigid session limits force employees to disengage mid-recovery



One-size-fits-all

Offering standardized services with no flexibility, not tailored to the workforce demographics, industry pressures, or the distinct cultural fabric of the organization



Counsellor quality is not consistent

Network-based models meant every employee gets a different counsellor, with varying levels of quality, training, and empathy



Data without insight or action

Reports filled with numbers but no narrative; no trends, no recommendations, no understanding

We didn't just improve the model

We replaced it



With Holistic and Tailored Wellbeing Approach

The result is a wellbeing architecture

What Is The Secret Sauce?



Engagement that actually drives action

Employees are losing interest in webinars. Multi-format delivery, including physical presence in offices are showing **higher participation rates**. Floor walks work well as well as direct contact with employees in high traffic areas of office buildings



Counselling that people trust and talk about

The counselling experience must be of high-quality. Our full-time counsellors receive a **4.6 average session rating**, thus creating organic word-of-mouth reputation across the organization



Always visible, not occasionally promoted

From virtual to on-ground presence, driving **consistent awareness touchpoints every month**, not just one-off campaigns. We don't know when employees need us and we need to be there when they need us the most



Something for everyone

From early career employees to senior directors, EAP must have something for everyone. Even if some of them don't need counselling, we should provide specialized programs and self-help tools that apply to employees at all levels in the organization



Innovation that keeps evolving

A gamified AI-powered App & Portal with push notifications, a hyper-personalized experience, psychological assessments, and real-time support models that improve engagement and drive **higher repeat usage**



From stress awareness to resilience building

Scientific programs like our **Online Cognitive Behavioral Therapy (CBT)** help employees learn coping skills to deal with their day-to-day stress challenges, with pre- and post-assessments to measure and monitor progress

What Sets a Smart EAP Apart...



Core mental health services delivered with clinical depth

Counselling (multilingual) should be unlimited for employees with validated psychological assessments and interventions, as well as identification of high-risk cases and crisis help designed to prevent self harm and harm to others



Large number of in-house experienced counsellors

Employees should receive counselling support as soon as they need it. There must be continuous monitoring to ensure enough counsellors are available for immediate booking



Dedicated In-House Technology & Compliance Team

EAP companies should ideally have their own IT development team to develop and manage various IT products that includes digital app and interventions as well as tools are built for the HR managers



Dedicated Wellness Managers with relevant expertise

A single point of contact who helps drive usage, solve issues, and keep the program active and visible. They must be trained professionals who can drive wellness programs from outside and help HR managers build awareness and engagement



Customized engagement plans

Employee profiles and challenges vary by industry; for example, an e-commerce delivery team will be different from a research team at a Biotech firm. EAPs should be customized based on the type of industry and their needs



...And There's More



In-house Research & Analytics team

A mere HR dashboard alone is not sufficient. Periodic insights reports should highlight trends and customized interventions to address challenges faced by employees



AI-powered, personalized app & portal

EAPs should take full advantages of developments in AI to provide highly personalized experiences for employees. Gamified experience, with self-help resources, mood tracking and seamless appointment booking, available 24/7 for employees and family members



Year-round, unlimited awareness campaigns

EAP must have strong visual communication team to help companies run regular campaigns throughout the year, so employees stay aware and HR doesn't have to manage it



A qualified counsellor, not a call handler

Employees will need to access a trained counsellor from the start. No call handlers, no delays, just immediate support by experts



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A Question Worth Asking

If employees aren't using your EAP... what's really the reason?



Is it the lack of awareness,
inability to access or trust
issues?

OR



Intent is there and
everything is in place, but
engagement is low?

Either way employees aren't getting the support they need.

It's not about having an EAP. It's about having one that truly works.



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