intellect

Establishing a culture of cooperative mental health support for 700+ employees

Established in 2014, ShopBack is currently Asia Pacific's leading shopping and rewards platform. They bagged the Gold Award for Best Start-up in 2015 and won the Emerging Enterprise Award as well as the Global Mobile Challenge in 2017.

The Challenge

Addressing symptoms of burnout and stress among employees

Throughout the COVID-19 pandemic, ShopBack recognised that their employees were going through a range of emotions — including anxiety, isolation, and distress. Some of them found it difficult to understand their symptoms and prioritise self-care accordingly.

Given these circumstances, ShopBack needed a scalable and more proactive solution to support employee mental health. They saw the need for a platform that would equip employees with resilience, preventive measures, and healthy coping methods.

With diverse teams under their care, ShopBack wanted to promote a culture of looking out for one another, identifying symptoms of burnout among co-workers, and providing employees with a safe space to turn to — whether it be to seek help, or become better versions of themselves.

The Solution

By offering coaching, guided journals, and on-demand rescue sessions, Intellect provided personalised mental healthcare support for about 700 ShopBack employees.

Thanks to the integrated platform of Intellect's app, every employee gets to work on their well-being, develop their career goals, and deal with life's greatest stressors from the privacy of their own devices.

To reinforce the importance of preventive self-care, Intellect recommended identifying mental health champions. These advocates kickstarted the culture of supporting one another and destigmatised conversations about mental health in the workplace.

Results

In the span of one year,

- ☑ 38% of ShopBack employees actively use the Intellect app
- ☑ Those that signed up for coaching completed a total of 132 sessions
- ☑ ShopBack extended Intellect's platform to their employees' dependants

For Employees

24/7 24/7 access to personalised and clinically-validated programs anytime, anywhere.

On-demand coaching sessions to support employees on work stress and everyday challenges.

Access to suite of topical wellbeing webinars to further support workplace wellbeing initiatives.

For Management

Aggregated and anonymised data insights provide a pulse on employee wellbeing, informing effective engagement strategies.

Intellect's dedicated client success team partners with HR team across onboarding, employee comms, workshops, and analytics.

Impact & Results

Steady increase of adoption and awareness of employee support

In the first month of Intellect's introduction, 33% of ShopBack's employees were already signed up and actively using the app. This was a huge improvement from general EAPs which typically see utilisation rates of only 1-5%.

Employees who signed up for coaching began to care for their mental health more proactively. With the help of coaches, they developed coping skills to tackle challenges with resilience.
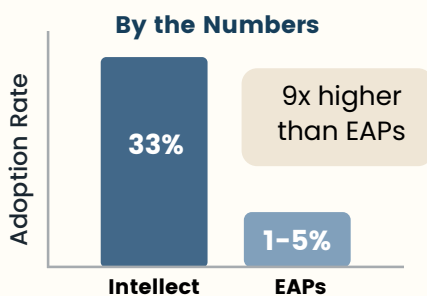
Intellect's custom webinars also proved to be useful with an overall satisfaction rating of 5/5 and a recommendation rating of 9/10.

With presence in nine markets, ShopBack has even extended Intellect's offerings to employees' dependants.

By the Numbers

Adoption Rate

33% — Intellect

9x higher than EAPs

1-5% — EAPs

🕐 **16,080 minutes** spent on the app

Thanks to Intellect's accessible services, ShopBack employees have started to make mental wellbeing a priority.

"Through our partnership with Intellect, we are heartened to see more of our colleagues being intentional about their own mental wellbeing.

Colleagues have already shared that Intellect has been a useful outlet - be it with quick rescue sessions, speaking to a coach, or attending one of Intellect's interactive seminars."

- Alex Teo,
People Experience Lead

Join leading companies using Intellect to better their employee wellbeing and workplace outcomes. Get in touch with us below.

→ **sales@intellect.co**