

In collaboration with
 Sophie Warren, HR & Engagement Partner
 Joanna Bean, Head of People

From UK Pilot to Global Roll-out

Thomsons Online Benefits help employers engage their employees with their benefits through market-leading technology and innovative consulting. As leaders in the benefits industry, Thomsons were keen to pilot Unmind with their own UK employees, and after just 6 months, we are excited to announce that their partnership with Unmind is going global later this year. On World Mental Health Day, Thomsons employees in Romania, Singapore and the United States will join their UK colleagues in accessing tools that give them proactive and engaging digital support for mental health.

Our partnership

Thomsons: Like employees everywhere, Thomsons People are not immune to the stress and anxiety that modern life can bring about. As their employer, we feel a responsibility to create an environment where every Thomsons Person feels supported with their mental health – not just for when there is a problem, but to proactively encourage people to take care of their minds as well as their bodies. Since launching Unmind in March this year, we have a much better idea of what our people are feeling and want support with. Unmind noted a particular engagement with sleep-related content which led us to invite them in to host a breakfast talk on how to manage sleep which really hit the spot with the audience! Being able to identify trends allows us to support our people with exactly what they need.

Unmind: Mental Health Awareness Week also showed overwhelmingly positive results, with our Combatting Stress Communications Campaign leading to a 48% uptake and tripled activity on their platform. At the heart of this success was a strong collaboration around communications, to make sure employees were engaged in using the right tone and via channels tailored to their rhythm. The team at Thomsons utilised Unmind campaign material in new and innovative ways, even integrating our app notification to their own calendars to maximise engagement.

ABOUT THOMSONS

INDUSTRY	SAAS (Technology)
NUMBER OF EMPLOYEES	302 UK - 639 globally
OFFICE LOCATIONS	London, UK — Cluj, Romania — Singapore — US (various)
AVG. AGE	31
MALE - FEMALE RATIO	50:50
ONLINE - OFFLINE RATIO	100% online

55% of UK employees registered

2,348 tool minutes completed

Average of 42 series minutes per user

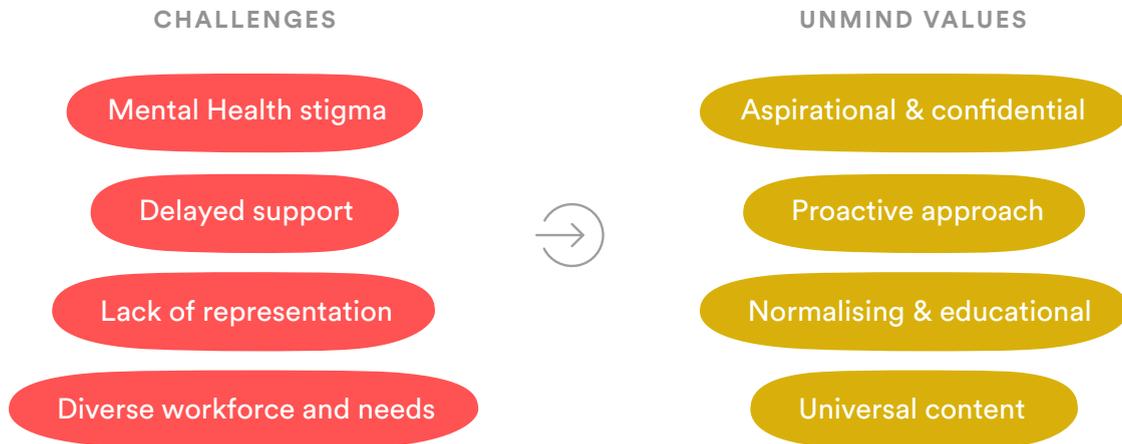
“It's brilliant and we have had fab support with our launch and plans for global delivery.

— Joanna Bean
 Head of People, Thomsons Online Benefits

The challenges

Thomsons: From an early stage, we anticipated that Unmind would be equally appreciated in our other offices. The challenge was in how we positioned the tool, making sure to tailor communications to meet the specific needs of each office. For this to be successful, we decided to recruit champions in each office to understand Unmind and promote it in a relevant way. We're confident this will ensure the content of Unmind will culturally fit across all our locations so that our people can get the help they need.

Unmind: As a tech start-up, making our digital product available worldwide requires some technical adjustments. As a mental health start-up, however, making sure our product is relevant worldwide is essential to supporting employee mental health, wherever they are. This may require researching each locale's national services to help signpost people to local services. Furthermore, making sure our content appeals beyond our borders requires working with experts and applying principles that are universally applicable, as well as gathering information and feedback directly from the people who will use our platform.



A global commitment

Thomsons: The feedback from our global Unmind Champions was overwhelmingly positive, and confirmed our belief that Unmind is the right tool to proactively support and empower our employees globally. Because it's digital, we can provide the same support to everyone, at any time, wherever they are and most importantly, it's 100% confidential.

Unmind: At a time where mental health is proving to require worldwide attention, a commitment to mental wellbeing in the workplace is essential, and requires normalising a topic that is sometimes hard to discuss. Unmind will be launching globally with Thomsons Online Benefits for World Mental Health Day, and we cannot wait to see this partnership develop, to keep learning from an evermore diverse user base, grow our product and keep supporting our users.

“Unmind has a range of tools to help our employees with mental health issues and promote positive wellbeing. I would recommend all companies to give their employees access to these tools and resources.

— Sophie Warren

HR & Engagement Partner, Thomsons Online Benefits

