

When COVID-19 hit, Zendesk offered immediate support to its 4K employees across the globe



We've gotten so many messages thanking us for the benefit. Our employees are feeling supported and cared for, which is the very reason we're all here.

Kristal Donahue, Zendesk benefits analyst

A comprehensive solution with therapy, coaching, and self-serve support

When COVID-19 hit in March 2020, leading CRM customer service software company Zendesk issued guidance encouraging all employees to prioritize self-care. "Our main priority was helping employees be more resilient through this ever-changing, critical time," said Evangeline Mendiola, director of global benefits at Zendesk. But the benefits team soon realized that a meaningful approach to self-care required a comprehensive solution for mindfulness and mental health.

Zendesk reached out to Modern Health after exploring several options. They wanted a benefit to cater to their employees' diverse needs and they appreciated the flexibility inherent in the Modern Health model. They liked that Modern Health offers a robust library of digital content for employees to access on-demand, but in addition, said Mendiola, "Modern Health's platform gives further resources like coaching and therapy—features that are particularly important during this time where self-care is a priority."

Unique needs required fast-moving, global support

Zendesk had a few unique needs that Modern Health was ready to handle. First, they had to move quickly, so Modern Health's customer success team hustled to ensure programming and care was ready for Zendesk employees in a matter of weeks.

As an international company with teams spread across the world, Zendesk's second requirement was for global support—something that "was very important when we were deciding on a partner for mental wellness," said Mendiola. Fortunately, Modern Health was standing by with a network of coaches and therapists using 35 languages in more than 40 countries, each trained and certified in evidence-based practices and localized care.

Mendiola reports the Modern Health benefit has helped create a more open culture around mental health at Zendesk. "Historically, we haven't had an open forum around the topic," she said. "But we want to move forward on the path of removing the stigma, and appreciate Modern Health for leading the charge."



OUTCOMES



27%

of employees used their benefits



75%

of registered employees connected with care



7,204

digital programs completed in first year