



At the Heart of Holistic Well-being for More Than a Decade

Consulting major Accenture has had a robust EAP for more than a decade now. Specifically, from 2017 there was a strong focus to create awareness and build a network of advocates to foster mental resilience. This foresight has kept the company in good stead during the pandemic. Find out how

RAPID ROUNDUP

- A sustained investment in Employee Assistance for over a decade helped Accenture pivot to manage employee wellbeing rather quickly
- Stepping up the employee support by utilizing technology platforms like an AI based chatbot for self care
- Driving proactive conversations and community engagement on removing stigma fostered better response to EAP

Removing Stigma & Building Greater Awareness

Limiting stigma around Mental Health: This begins with conversations. Multiple platforms for wider reach & deeper penetration ensure the organization's readiness to manage critical incidents. A Mental Wellness CoE in collaboration with a strong advocate network and sponsorship from senior leadership drives it.

Sessions with Expert Counsellors: This has helped manage uncertainty, anxiety, build resilience, in addition to inculcating self-care habits.

Enhancing the Quality & Frequency of Communication Through Technology: An extended AI-based chatbot app, enabled with clinically proven & guided mechanism to self-care, caters to the mental health needs. during the pandemic.

Widespread Employee Engagement: Channels such as Leadership Town Halls, Awareness sessions, Employee Touchpoints (desk cards, mails, screensavers, video bytes, portal), and the advocate network were extensively harnessed.

Enabling & Sensitizing Supervisors: This helped the leaders identify warning signs and create awareness on help available, all whilst maintaining privacy & confidentiality.

Overall Impact: 100,000 employees covered through various touchpoints in the last 2 fiscals, and a 5x increase in EAP utilization. People acknowledged the platforms and help available in times of distress, leading to an an increase in employees reaching out, and seeking support.

