



Case Study

home24

How home24 is strengthening mental health and reducing sickness-related absences by switching to nilo.

About home24



home24 is Europe's largest online furniture retailer and a technology company based in Berlin. Around 1,500 employees work to make "happy homes" accessible for every budget – from designer pieces and Scandinavian or country-style furniture to unique accessories.

At home24, openness, flexibility, and trust shape the way people collaborate. The team is at the center – creating an environment where all "Homies" can feel welcome and at home.



The starting point

Even before partnering with nilo, home24 already offered mental health support. For the company, this topic is **not a “nice-to-have”, but a key lever to sustainably strengthen employees in a dynamic environment and proactively counteract sickness-related absences.**

Over time, it became clear that a solution was needed that was more closely aligned with the realities of the modern working world – with a clear business focus and an offering that reaches all employees equally.

One key requirement was scalability: the solution had to work independently of individual leaders and meet home24's quality standards.

The decision to go with nilo was based on a thorough analysis – from absence statistics and usage data to an ROI calculation prepared by the People & Organizations team for the C-level. Existing and new providers were compared in terms of product quality and value for money – with the results that, based on the defined requirements, nilo proved to be the best solution for home24.



nilo stood out based on two main criteria



Product quality



Value for money

The **key** objectives

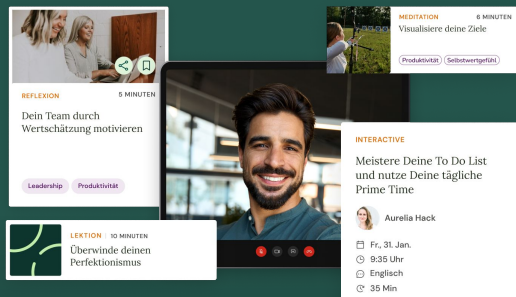
With the switch to nilo, home24 aimed to anchor mental health more strategically within the company – from both a cultural and business perspective. The focus was on concrete requirements for a new partner:

- 01. Professional support during challenging phases:** Employees should have access to external support at any time when facing personal or professional difficulties.
- 02. Targeted empowerment of leaders:** There was a particular potential for development in the area of management coaching.
- 03. Promoting mental health and reducing absenteeism:** The goal was to keep sick leave stable or reduce it in the long term.
- 04. Providing a solution for an international workforce,** that is multilingual and accessible to employees across different countries.

Why home24 chose nilo

Before switching to nilo, home24 evaluated both the quality and the price-performance ratio of the previous provider as well as other options.

Although the costs were similar, nilo stood out with a more advanced product and higher quality – much more tailored to the needs of companies and leadership teams.



1. Business focus & Leadership offerings:

Interactive formats such as roundtables on leadership and business topics.



2. Learning platform instead of lifestyle product

For home24, nilo is both a mental health solution and a learning platform – with content on topics like time management, feedback culture, and prioritization.



3. Flexibility & quality of 1:1 sessions:

Longer 1:1 sessions, freedom to choose experts, and greater thematic depth.



4. Tailored, partnership-based implementation

Separate kick-offs for leaders and store managers, close coordination with the HR team, and a rollout adapted to the needs of home24.



5. Seamless integration with the previous offering

thanks to professional onboarding and ongoing support.



6. App & intuitive user experience:

Easy access, including on mobile.

“
We’re seeing a consistently high engagement. nilo helps us proactively strengthen mental health within the team and maintain that strong level over time.



Jannis Berning – Head of
Organizational Development

The results

01

Strong initial response and positive reception

The launch was extremely well received. The 1:1 sessions were used intensively, and the roundtables hit exactly the right topics for the team – short, focused, and highly practical. Leaders explicitly reported noticing a clear difference in quality compared to the previous provider.

02

Positive impact in daily work

The added value quickly showed up in everyday work: nilo's content sparked conversations, and employees took actionable insights from the sessions. Leaders say they can now directly refer to nilo for specific challenges – such as stress, feedback issues, or difficult team dynamics – which also relieved them personally.

★ 4.8/5

Employee rating of the 1:1 sessions

03

Engagement and feedback

Usage remains consistently high. In particular, 1:1 sessions and roundtables on topics like stress management or mindfulness are in high demand. In internal survey, employees report feeling well supported and rate the offering a 4.8 out of 5 points.



We decided to switch to nilo because the product was more advanced in development and quality, allowing us to benefit from a better price-performance ratio.



Eleanor Olson – Senior Manager
Organizational Development &
Learning, and Inhouse Mediator

04

Strengthening leadership culture

Leaders use the offering deliberately for their own development – for example through management coaching or impulses from roundtables on communication and prioritization.

05

Strengthening positive culture and open communication at home24

nilo has further reinforced the open company culture at home24. Its introduction sparked new conversations within the team and helped employees better address sensitive topics – for example in discussions with managers or when dealing with stress. Employees give open feedback, reach out to HR under their real names, and actively talk about their experiences.

Do you also want to improve
**mental health and company
culture** in your organization?

Then let's talk!

Book a call

