



Case Study

ABOUT | YOU[©]

How ABOUT YOU strengthens mental health
and employee retention together with nilo

About ABOUT YOU



The ABOUT YOU Group is an international e-commerce with three core areas: **The B2C online fashion store ABOUT YOU serves over 13 million active customers with a personalized shopping experience.** The B2B business is mainly covered by SCAYLE GmbH, which supports brand like Harrods and Manchester United with a cloud-based shop system to scale their digital operations.

The youngest subsidiary, SCAYLE Payments GmbH, complements the offering with payment services and recently received authorization from BaFin. The ABOUT YOU Group places great importance on a supportive working environment that actively promotes the mental health of its 1,200 employees and therefore regards it as an integral part of the Learning & Development program.



The starting point

Employee health as a high priority at ABOUT YOU, and this became even more relevant during the COVID-19 pandemic. During that time, it became clear that additional support services were necessary in order to proactively provide employees with assistance.

The company was already organizing an annual “Health Week”, but the need for a deeper and more accessible offering for mental health became increasingly clear. The HR department was looking for a solution that would complement the existing initiatives, be easily accessible, and offer flexibility in its use,

The **key** objectives at a glance

01. Creating an easily accessible offering for mental health.
02. Actively supporting employees in their mental wellbeing and meeting the needs of a young, modern team.
03. Empowering leaders to better identify and address mental stress within their teams.
04. Further developing the company culture with regard to wellbeing and mental health.
05. Finding a tool that is digital, flexible, and internationally scalable.

Why ABOUT YOU decided on nilo



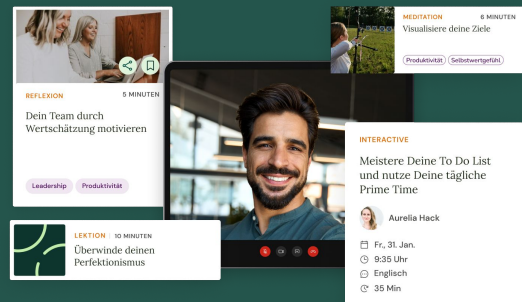
1:1 Sessions

with qualified psychologists, coaches, and counselors in more than 50 languages.



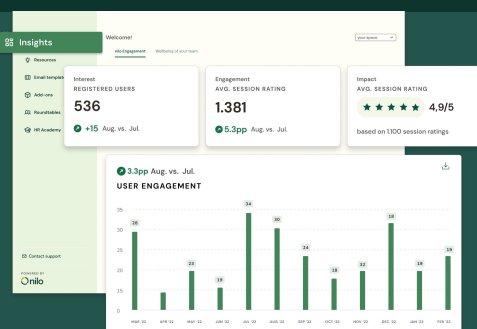
On-Demand Contents

with modern topics like procrastination, emotional eating and resilience



Workshops and programs for leaders

to better support teams



The partnership approach

Suggestions for improvement are actively taken on board, ensuring the platform's continuous development.



A Cultural Fit

nilo shares ABOUT YOU's values when it comes to openness, flexibility, and a modern, digital way of working.

The results

The platform – and especially the 1:1 sessions – has been very well received by employees.

★ 4.8/5

Employee rating of the 1:1 sessions

📈 35%

of employees are already registered

nilo supports mental health within the team and increases overall satisfaction.



The impact of introducing nilo

01

Use of mental health services, especially opportunities for dialogue and preventive formats.

02

Positive feedback from internal surveys, reflecting employees' appreciation for nilo.

03

Growing adoption among leaders, who are increasingly discovering the offering for themselves. Usage has tripled since the platform was introduced.

04

Support for international employees, who often need to settle into a new environment. Thanks to nilo, they can access assistance in more than 50 languages, such as Spanish, Japanese, or English.



We always have someone we can turn to, and with nilo we've gained a real partner. They actively take on board our feedback and put it into action, and the platform keeps evolving – just like we do as a company.

It's honestly great to see that over 20% of our employees are using the 1:1 sessions and really making use of them. That just confirms we made the right decision.

Kira Alexandra Behn – HR Coordinator
(Learning & Development)

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

Then let's talk!

[Book a call](#)

