



Case Study

Netfonds AG

How Netfonds boosts employee retention and drives healthy performance through prevention

About Netfonds

The Netfonds Group is one of Germany's leading B2B financial services providers.

Under the finfire brand, the company offers its clients and partners a 360-degree financial advisor platform developed entirely in-house — combining cutting-edge digital innovation with deep personal expertise.

Through end-to-end digital processes and tailored advisory services, Netfonds helps

its partners work more efficiently while staying fully compliant with all regulatory requirements..

Operating in a high-stakes industry shaped by complex client demands, the pressure on employees is built into the business. That's exactly why supporting the mental wellbeing of Netfonds' 330 employees is a strategic priority.



The Starting Point

Mental health was already on Netfonds' radar before the partnership with nilo — but the measures in place were largely driven by legal requirements, such as mandatory psychological risk assessments and occupational reintegration programs.

"What was missing was a proactive, low-barrier approach that builds resilience across the team and supports employees early on — before things reach a breaking point."

Netfonds recognized that in a service-driven industry, team performance and the capacity for innovation are deeply tied to mental wellbeing. In a fast-moving environment shaped by hybrid work and growing complexity, a purely reactive approach was no longer enough. Netfonds wanted a solution that would work preventively — and help normalize the conversation around mental health across the organization.



nilo has **made a tangible difference to our employee retention and employer brand.**

Our colleagues feel seen, supported, and valued — and that makes us **a more attractive place to work** while helping us hold on to our best people.



Ann-Christine Schuster
Head of Human Resources



Key Goals

Netfonds set out to find a solution that could detect stress patterns early, build resilience, and protect mental health over the long term. One thing was non-negotiable: the solution had to meet the highest standards when it came to confidentiality, user experience, quality, and comprehensiveness.

- 01. Prevention:** The goal was to identify stress patterns early and address them proactively — before they escalate into serious issues.
- 02. Sustaining Performance:** Netfonds wanted to support employees' mental stability so they could perform at their best, consistently and sustainably, in their day-to-day work.
- 03. Reducing Sick Days:** Over time, the aim was to meaningfully cut down on stress-related absences.
- 04. Strengthening Retention, Satisfaction, and Employer Branding:** By fostering a culture of genuine appreciation and support, Netfonds wanted to improve employee satisfaction, reduce turnover, and strengthen its reputation as an employer of choice.
- 05. Meeting Quality Standards:** Netfonds required a solution built on complete confidentiality, full GDPR compliance, certified professionals, and a comprehensive range of services — from preventive coaching through to support in acute situations.

Why Netfonds Chose nilo



Modern and Trustworthy

The platform has a clean, welcoming, and professional feel — a crucial foundation for getting people on board and actually using it.



Formats and Experts Tailored to Individual Needs

nilo brings together a broad mix of self-service tools (such as meditations and a mood journal), facilitated group sessions, and 1:1 sessions with certified psychologists. Personal profiles let employees choose what works best for them — increasing the relevance of the offering and building genuine trust in the platform.



Comprehensive Support for Employees and Their Families

nilo isn't just a resource for acute stress — it's used as an ongoing tool for self-organization, self-care, and personal development.

The additional access for family members is seen internally as a meaningful, tangible sign of appreciation.



Strong Communication and Rollout Support

nilo was a close partner throughout the entire launch, providing digital kick-off events for the full workforce as well as customized communication materials.

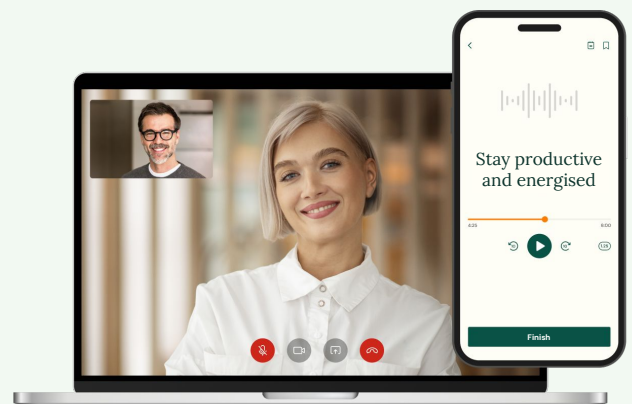


A Focus on Prevention and Professional Growth

nilo stands out as a comprehensive tool for prevention and personal development. It's built around the skills people need to perform with confidence in a fast-paced business environment — and to keep growing.

In a dynamic environment like ours, focus and creativity aren't soft skills — they're core business capabilities. Mental health is what keeps those capabilities running reliably, day in and day out."

Ann-Christine Schuster
Head of Human Resources



“The strong adoption rates say it all: our teams are using nilo as a genuine tool for their own growth and professional development. The fact that it's become such a natural part of everyday work life speaks to the real value it delivers.”



Elisa Hintz
Head of Human Resources

What Introducing nilo Has **Achieved**

📈 **63%**

Usage Rate

★ **4,8/5**

Ø Rating

01

Building Resilience and Capability Through Prevention

nilo actively strengthens employees' ability to handle pressure and take a proactive approach to their own wellbeing. Roundtables sharpen awareness of mental strain, while digital content supports self-care, organization, and stress management in everyday work.

The result is a preventive foundation that helps people spot challenges early and respond effectively.

02

Boosting Employer Branding

In a competitive market for skilled talent, nilo helps Netfonds position itself as a modern, caring employer. The offering sends a clear and credible signal that mental health is a genuine company priority — strengthening both employee retention and the company's appeal to candidates.

03

High Uptake Built on Trust

Already 63.7% of the workforce actively uses nilo, and 1:1 sessions are rated an average of 4.8 out of 5 stars. In pulse checks and surveys, nilo is consistently highlighted as one of the most valued employee benefits. Transparent communication around confidentiality, data privacy, and voluntary participation was key to building the trust that drove such broad adoption.

04

Embedded in ESG Management

The rollout is a measurable component of Netfonds' ESG action plan, directly contributing to the social dimension. It demonstrates that the company takes its social responsibility seriously and approaches sustainability in a truly holistic way.



Want to improve **mental health and performance** at your company?

Let's talk!

Book a meeting

