



Case Study

doetker
digital

How Oetker Digital uses nilo to support the team's mental health through every phase of the company.

About Oetker Digital



Oetker Digital drives the digital transformation within the Oetker Group – one of Europe's largest family-owned food corporations.

From its Berlin office, an international team of around 85 employees works on digital projects, new products, and data-driven solutions for the group's companies.

Their work ranges from building their own ventures and relaunching websites to product information systems, data analysis, and software development. Oetker Digital continuously adapts to evolving requirements. Change isn't an exception here – it's part of the DNA. With agile methods, a positive learning culture, and a focus on long-term success, the team pursues a clear goal: creating real digital value.



The starting point

Supporting mental health had long been a high priority for Oetker Digital's People team – not least thanks to Clara, Director People Experience, who brings extensive expertise as a psychologist. Within the company, however, the initial focus was more on physical health and mobility. That gradually began to shift: employees started speaking more openly about personal experiences, and internal initiatives like Mental Health Awareness Month helped raise awareness of the topic.

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nilo supports us through every phase of the company – whether it's growth, change, or challenging times.

Clara Kiani – Director People Experience

Ath the same time, Oetker Digital repeatedly went through phases of change – from growth and reorganization to strategic realignment. The need for an offering that could specifically support employees during such turbulent periods of transition became increasingly clear.



The decisive moment came with a change at the C-level: the new CFO made it clear that mental health is not a “nice-to-have”, but an essential part of the working environment. This attitude was also reflected in an internal survey about existing benefits: alongside interest in sports offerings and mobility, employees clearly expressed a need for professional support in the area of mental health and wellbeing. It became clear: the time had come for a structured, low-threshold solution.

The **key** objectives

Oetker Digital didn't want to address mental health only occasionally, but to establish it as a permanent part of the company culture. The goal was to create an offering that would reach both employees and leaders, provide real value, and fit the organization's culture.

The focus was specifically on the following goals:

- 01. Creating awareness for mental health:** Making mental health visible and firmly anchor it within the company in a sustainable way.
- 02. Providing concrete support:** Offering more than just awareness-raising by introducing scientifically grounded, practical support services.
- 03. Ensuring quality:** Providing a low-threshold, high-quality solution that employees can use individually.
- 04. Catering to an international workforce:** Finding an offering that is multilingual and suitable for a diverse, global team.

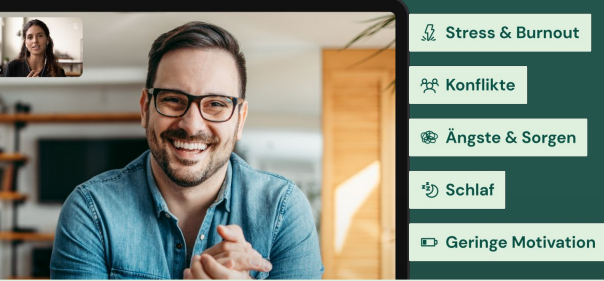
Why Oetker Digital decided on nilo

When selecting a mental health offering for its employees, Oetker Digital places particular emphasis on a solution that would suit its international workforce, be quickly accessible, and demonstrate strong professional expertise. nilo met all the key criteria.



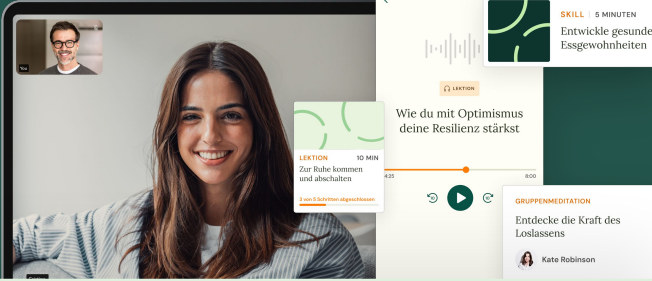
Multilingual and international

Employees can access support in more than 50 languages – an essential factor for the international team.



Professionally qualified network

Certified psychologists with different specializations and areas of focus build trust and ensure depth and expertise.



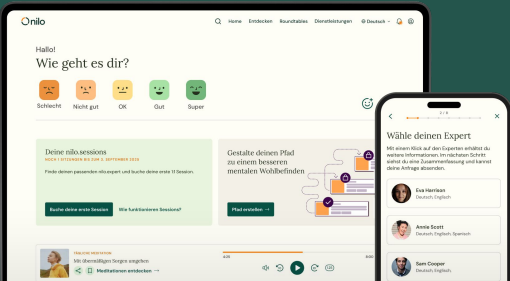
Diverse formats

From 1:1 sessions and webinars to live meditations and a comprehensive media library – there is an offering for every situation and every need.



The partnership approach

From the testing phase and leadership onboarding to ongoing communication and activation, the collaboration with the nilo team was personal and highly professional.



Easy access & intuitive use

The nilo website and app are easy to access and intuitive to use.



We're a very international team – so it was important to us that everyone can use the solution. The wide range of languages, the intuitive platform, and the great support were what convinced us about nilo.

Jennifer Lewen – Senior People Manager

Onboarding with personal guidance

The rollout of nilo at Oetker Digital was structured, empathetic, and interactive. First, the leadership team was onboarded, and then in May – fittingly times with Mental Health Awareness Month – the platform was launched for all employees.



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Our new CFO said from the very beginning: This isn't a benefit.

This is something we fundamentally want to offer our employees.

Clara Kiani – Director People Experience



Human-centered approach:

Communication was intentionally personable and empathetic.



Interactive introduction:

The onboarding was interactive and professional, making the topic accessible and easy to grasp.



Ongoing support:

In regular check-ins with the nilo team, quantitative usage data and materials for internal communication are provided.



Needs-based offerings:

Webinars and sessions are flexibly adapted to current company situations, such as during change processes.

The impact of introducing nilo

01

High usage and maximum

satisfaction: Over 40% of employees actively use the platform – a clear sign of its relevance and acceptance. The 1:1 sessions with psychologists are rated 5 out of 5 stars.

02

Strengthening company culture: nilo has helped establish mental health as a natural part of working life. Employees now know they have a confidential place to turn to – without stigma or barriers.

03

Diverse usage: 1:1 sessions and live meditations are used most frequently. At the same time, employees benefit from webinars and the media library on preventive topics.

04

Support through every company phase: Whether it's a growth phase, change process, or challenging times, nilo supports Oetker Digital flexibly through every stage of the company and provides exactly the right focus areas the team needs in each phase.

The results

With the introduction of nilo, Oetker Digital has firmly anchored mental health within the company and created a low-threshold offering that is valued by both employees and leaders.



The combination of professional expertise, international reach, and partnership-based support showed a noticeable impact in a short amount of time.



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

Then let's talk!

Book a call

