nilo



Case study

Teufel

How Teufel uses nilo to proactively promote mental health and strengthen personal responsibility within the team

About Teufel

Teufel is Europe's largest direct-to-consumer retailer of audio products and has stood for excellent sound, technical innovation and distinctive design since 1979.

Founded in Berlin, with the ambition of developing top-class loudspeakers in-house, Teufel is now a renowned consumer electronics brand across Europe with over 300 employees. Since 2024, Teufel has also had a presence in the US, including through a partnership with Fender.

As a direct-to-consumer company, Teufel places great emphasis on customer proximity and a strong corporate culture. The company aims to be an attractive employer with a focus on development, health and personal responsibility, and is committed to creating a respectful work environment for all staff.

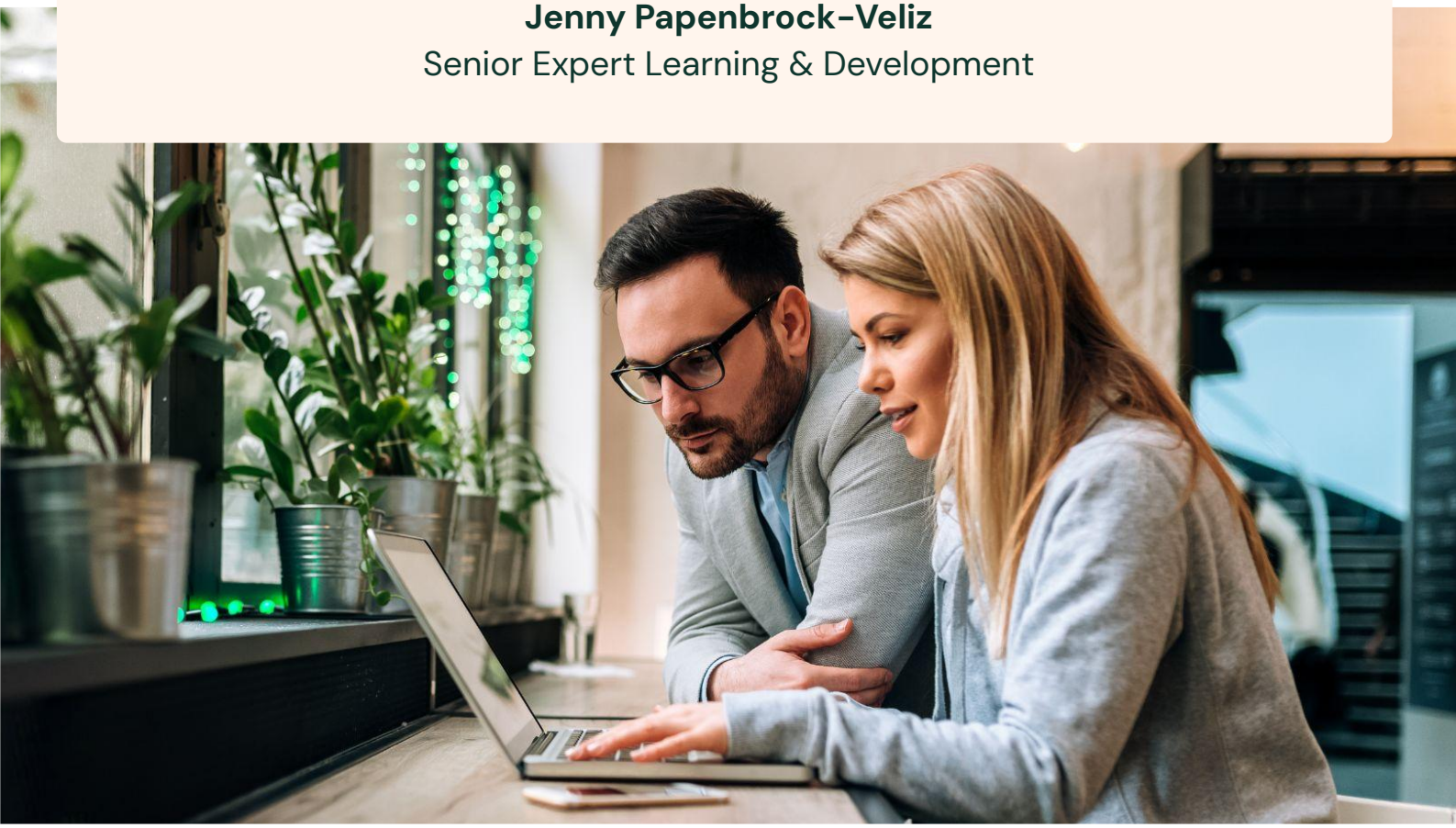


The Starting Point

Mental health has always been a top priority at Teufel. Even during the COVID-19 pandemic, the company offered one-to-one counseling sessions for employees via Instahelp, which were widely used. Following the pandemic and a thorough analysis, the HR team quickly realized that a purely reactive approach was not enough to prevent stress and absenteeism in the long term.

Thanks to various health initiatives, Teufel was already in a strong position: a stable sickness absence rate of 4 to 6% and low staff turnover rates. But that was exactly what they wanted to maintain. **The company was looking for a partner who would go beyond simply providing immediate assistance,** offering a preventative, scientifically sound approach and a broader range of services.

> *What makes nilo special is the combination of a scientific foundation and genuine human connection.*
>
> **Jenny Papenbrock-Veliz**
> Senior Expert Learning & Development



It was important to us not to take a purely reactive approach to mental health.
We wanted to prevent things from ever reaching a crisis point in the first place and instead enable staff to proactively address issues early on – before it's too late.



Jenny Papenbrock-Veliz
Senior Expert Learning & Development

An Overview of the Key Objectives

By **switching to nilo,** Teufel sought to find a partner who shares its values, understands its culture and works with HR on an equal footing.

01. **Prevention instead of reaction:** The aim was to proactively address mental health and provide employees with the tools they need before situations of excessive workload arise.

02. **Maintaining strong key performance indicators:** With a sickness absence rate between 4 and 6% and low employee turnover, Teufel started from a strong position. The goal was to safeguard this through targeted prevention.

03. **Supporting employees' personal responsibility:** The aim was to create an environment in which every employee is supported in taking personal responsibility for their own well-being – with an employer that reliably provides the necessary resources.

04. **Predictable costs:** Compared to the previous provider, nilo offered a clear, transparent pricing model that made budget planning easier and strengthened the case internally.

05. **Partnership on equal footing:** Teufel did not want an anonymous tool, but rather a truly understanding and committed partner: "We wanted to work with a company that actually practices what it preaches."

06. **Key component of the HR strategy:** Psychological safety and mental health support are clear objectives for Teufel's HR strategy for the coming years. A new provider was expected to contribute to these objectives directly.

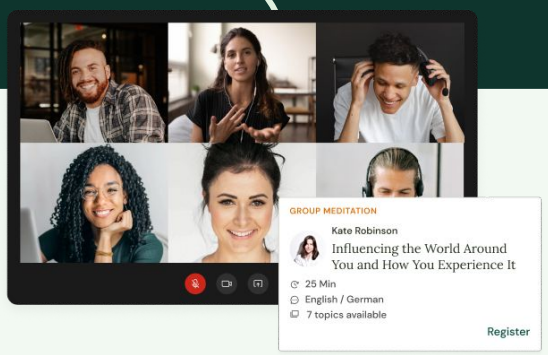


nilo Gave Support With These Tools

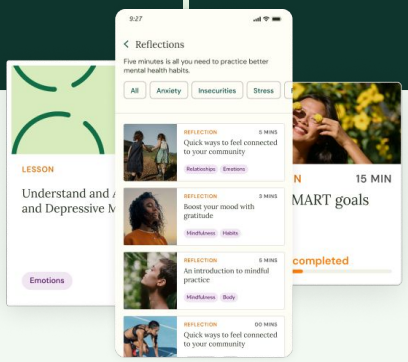


One-to-one video sessions

with world-leading psychologists for all employees - available in every time zone and in more than 50 languages

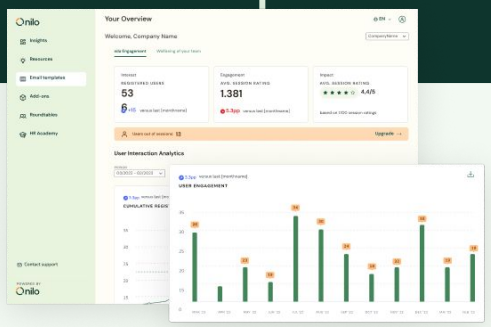


Roundtables, workshops and self-guided online training and tools



A program for executives

to support management



An HR dashboard

providing insights into employee well-being

The wide range of tools offered by nilo ***provides all employees with exactly the support they need.*** *For Teufel, this means we are significantly strengthening personal responsibility and creating a culture in which mental health is as much a part of everyday work life as anything else.*

Jenny Papenbrock-Veliz
Senior Expert Learning & Development

What ultimately won us over was the scientific rigour behind these programs. For us, nilo is not just another benefits provider, but **a partner that works on an evidence-based approach and carries out in-depth analyses of our key performance indicators**. This professional expertise ensures that our preventative measures actually have the desired effect.



Jenny Papenbrock-Veliz
Senior Expert Learning & Development

The Impact of Introducing nilo

01.

Staff turnover and sickness absence kept low: The absence rate remains stable at around 5%. The health insurance report from summer 2024 confirms this: Mental health issues are virtually non-existent. Instead, classic stressors such as back problems or the usual cold-related issues predominate.



absence rate

02.

High uptake of the service: Since its launch, nilo has recorded a consistently high uptake rate of over 40% at Teufel.



usage rate

03.

Personal responsibility and openness embedded in the culture: Mental health is no longer just a perk, it has become an integral part of the corporate culture. Employees take responsibility for their own mental health – and turn to nilo when they feel the need. This has significantly destigmatized the topic: What was once a sensitive topic of conversation is now a natural part of everyday work life. Employees speak openly about using nilo, recommend courses to others and share their own experiences in meetings.

04.

Embedding mental health in HR strategy: Mental and physical health, as well as psychological safety, are now firmly anchored in the HR strategy for the coming years. nilo is a key component of this strategy – alongside other initiatives such as sports programs and training courses on non-violent communication.

Mental Health Ambassador Program: demand exceeds supply

In 2024, Teufel enabled its employees to participate in nilo's mental health first aid course. The aim was to train so-called Mental Health Ambassadors, in order to foster a mentally healthy corporate culture, ease the burden on managers and raise awareness within the team. The response far exceeded expectations: Significantly more applications were received than the 20 places available. Even before the first round had concluded, we were already receiving inquiries about a follow-up program. The scientifically sound structure of the program and its practical content were particularly appreciated.

Learn more about nilo

Do You Also Want to Improve Mental Health & Culture Within Your Organization?

Let's have a chat!

Schedule Appointment

