



Case Study

Choice AG

A healthy team and positive culture
thanks to nilo

Introducing Choice AG

Since its founding in 2002, Choice AG has developed into a comprehensive mobility service provider. With over 200 employees, the Choice Group offers modern solutions including short- and long-term rentals and car subscriptions. It supports projects from the initial idea to the market-ready product.



The Status Quo

Mental health is a central component of the People & Culture strategy at Choice AG. Before the introduction of nilo (formerly Likeminded), there were isolated measures in place to support employees, but Choice wanted a more holistic approach. As part of the company-wide working group “Level up”

this topic was addressed and an internal survey was conducted. This revealed that employees would like a “method kit” to help them switch off better, for example. The People & Culture team gladly accepted this request with the clear mission of reducing the stigma surrounding mental health.



The most
important
goals:

01.

Promoting mental health
company-wide

02.

Rapid support for stress in everyday
working life

03.

Simple, accessible measures for
every employee

04.

Ensure anonymity, security and
diversity of topics

The Solution

After intensive research, Choice decided to work with nilo (then Likeminded), the holistic platform for employee mental health.

Why Choice chose nilo



Easy access to the platform for all employees



A diverse range of formats and topics for different team needs



Highly qualified and carefully selected psychologists



Comprehensive support during implementation and beyond

Introducing nilo: How We Did It



Involved managers and raised awareness on mental health topics



Internal communication through customized campaigns with the support of nilo's communication packages



Spreading the word internally via recruiting interviews, amongst employees and more



Regular check-ins and analyses of usage and satisfaction

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I felt really well supported by Likeminded (now nilo). The implementation plan, the professional support and the comprehensive communication package from nilo helped a lot.

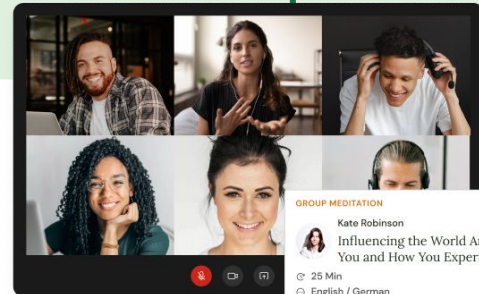
Sandra

nilo supports with **these Tools**

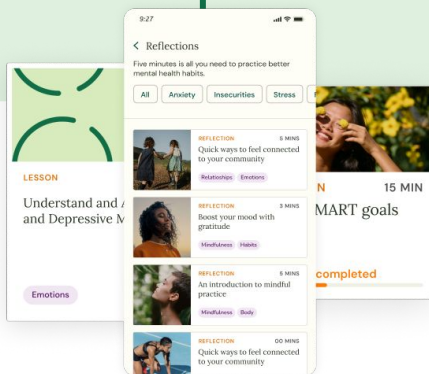


1-to-1 Video Sessions

for every employee with the world's leading psychologists – available in any time zone and in more than 40 languages

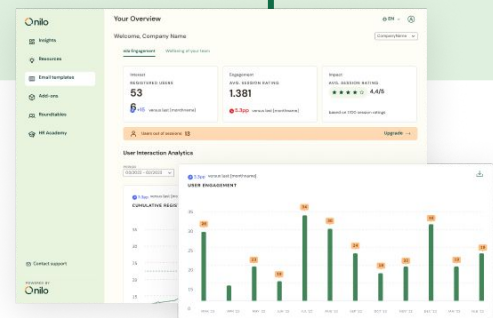


Roundtables, Workshops and self-guided online training and tools



Leadership Programs

to support management



A HR Dashboard

with insights into employee well-being

Customer Success Team

who assisted with introduction and all further steps.

The Results

✓ **Improved Company Culture:**

Mental health is no longer taboo but integrated into everyday working life.

✓ **High Engagement:** 67% of employees registered on the platform, 39% of whom use the services regularly.

✓ **Satisfied Employees:** In internal surveys, 86% stated that nilo has a positive impact on their mental health.

✓ **Boost in Recruitment:** nilo's offer was incorporated into recruiting processes, included in job descriptions and extremely well received by candidates.



“

86 percent of our employees have shared that Likeminded (now nilo) has already had a positive impact on their mental health. This is something that has made us very proud.

Daniela

Want to improve **mental health and culture** in your culture?

Let's talk!

Book a Demo

