



# CASE STUDY



Meltwater

X

**SupportRoom**

# WHO IS MELTWATER?

“ A \$300 million dollar trailblazer, Meltwater is the first online media monitoring company. Its services are astonishingly comprehensive. Meltwater provides monitoring (social listening and consumer insights), engaging, and analysing services. You can expect accurate social analytics and custom reports, as well as social media marketing and publishing.

With headquarters in San Francisco, Meltwater reached a number of 50 offices in 25 different countries since its setup in 2001.

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**Claude Springer - MD of Meltwater**

# NUMBERS & PAIN POINTS

EST.  
**2001**

OFFICES  
**50**

COUNTRIES  
**25**

Technology is one of the most in-demand industries at the moment. Why is mental health in this industry so crucial?

## **Employees leaning on managers for support.**

As supportive as our management team is, we should not forget that managers are not trained therapists. We do not always know how to provide the most effective mental health support or intervene in situations of crisis. This not only leaves the management team burdened with responsibility, but it also makes employees feel poorly supported with their mental health needs.

## **Lack of sufficient data about issues affecting our workplace mental health.**

Like many other organisations, we used to make assumptions about what our employees need in terms of support. Yet, as leaders, we can't always accurately identify the most pressing mental health concerns amongst our employees. This is where having insights and data about our issues.



# PAIN POINTS

**Ever-increasing pressures imposed by the media industry** in the media, things happen 24/7. Employees are required to stay up to date at all times, which can feel like a constant pressure to remain switched on. Digital devices like phones and laptops are often employees' best friend. Given these facts, it is not surprising that Meltwater's employees need time off for themselves, away from the never-ending notifications.

## **Keeping up with a highly competitive industry**

Given our unprecedented exposure to social media, media employees have to continuously prove themselves and stay on top of their game. The industry is fiercely competitive, which requires ongoing energy. Unfortunately, this sometimes affects employees' mental health, which can result in absenteeism and decrease productivity.



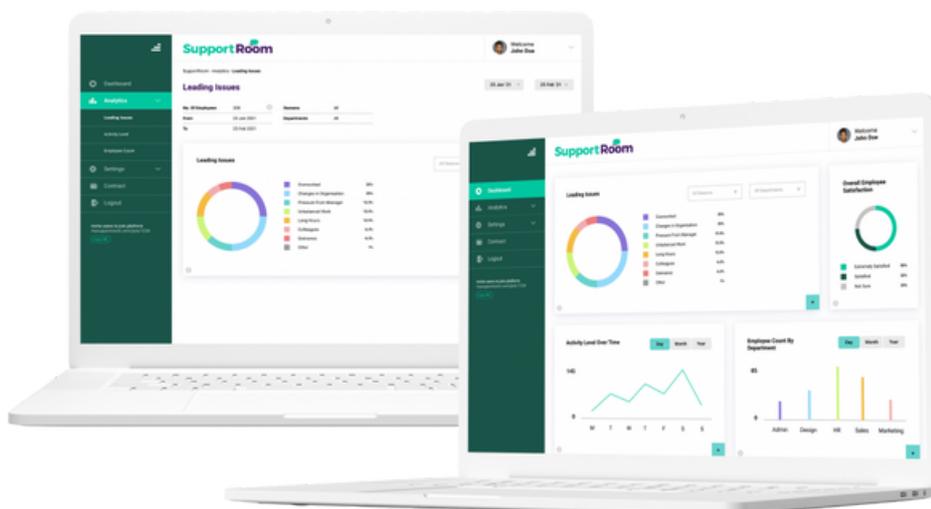
# WHY SUPPORTROOM?

The platform offered by SupportRoom allows employees and leaders to get help when they need it. All from a single app. Regardless of your employee's location, they can get support from their dedicated therapist. SupportRoom gives our employees the guidance and resources they need to thrive in the workplace.

SupportRoom health insights allow our employees to monitor their own mental health from the first day they start therapy. This helps employees monitor their own health and assess the impact therapy has on their life.

At Meltwater, we used a number of self-help apps to increase the well-being of our team. SupportRoom provides self-help tools combined with on-demand therapy, all within one app. This was an invaluable tool and saved us costs. SupportRoom provides a journal, exercise videos, podcasts, articles, calm music, and even healthy cooking guidance.

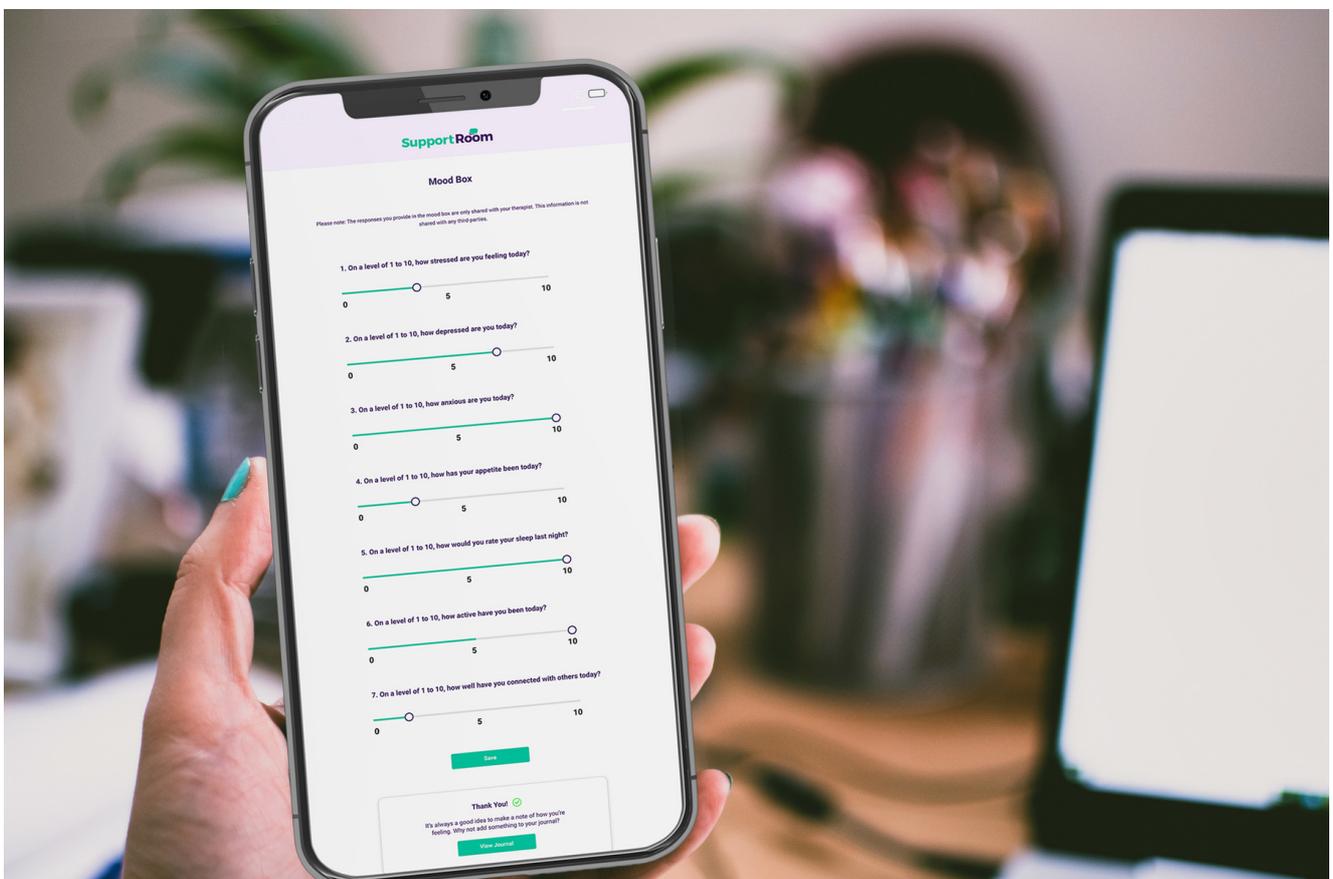
The leaders analytics platform allows each leader to have a clearer insight into what is impacting employees' wellbeing. The data allowed us to granulate insights based on gender, ethnicity, and demographics.



# WHY SUPPORTROOM?

What we love most about SupportRoom are the clinical insights that allow us to understand the root of the issues impacting our employees. The analytic platform gives us access to a clinical director who can provide recommendations and interventions.

Another great feature? SupportRoom's new development is Surveys, a game-changer that also saved our budget. We can create surveys within the platform and gather insights in real-time once the employee completes the survey.



# THE RESULTS

After **6 months** of using SupportRoom's data consultancy, our employees who used the platform reported decreased levels of stress and anxiety. Even better, overall feelings of self-efficacy and well-being increased in the team.

We managed to build a people strategy based on the anonymised insights we got from employees, clinicians, and surveys.

**80%** of Meltwater employees who use the platform would recommend SupportRoom to a friend.

With SupportRoom, the absenteeism rate dropped **from 37% to 20%!**

Cheers to

**SupportRoom**

