

# Rerouting to Well-being

A travel company charts a new course towards employee well-being

## Organisation Overview

**About:** Leading Online Travel and Booking Platform

**Sector:** Travel and Hospitality

**Team Size:** 4,500+

**Services Aailed:** Counselling, Webinars, Manager Support

**Location:** Multiple Locations Across India

## Summary

A leading travel platform turned to 1to1help to support the emotional well-being of its 4,500 employees facing relentless pressure. A thoughtful on-ground launch sparked a 33 percent surge in app registrations and deeper engagement with mental health support. What started as a wellness event became a movement that is reshaping workplace culture from the inside out.

## The Hidden Hustle Behind Smooth Trips

The flight takes off on time. The hotel room is exactly as promised. A city awaits. It feels seamless.

Behind that seamlessness is Priya (name changed), starting her day at 6:45 a.m. with a system outage, an irate customer, and a hotel error that wasn't her fault but now it is her responsibility.

Across India's travel industry, things move fast and often change without warning. Behind every smooth booking or check-in are teams, from customer service to operations, working hard to make it all happen. Tight turnaround times, long shifts, and unpredictable escalations are part of the job. Over time, the pace can quietly wear on their energy and well-being.

## The Emotional Toll of Always Being Available

In the travel industry, stress doesn't make a dramatic entrance. It arrives quietly: in delayed

responses, in team members logging in but disengaged, in back-to-back calls that leave no room for recovery. Managers started noticing the signs.

"People were still logging in. But they were tired, distracted... like they were trying to keep going on autopilot."

Team Lead

Previous well-being efforts, while well-intended, often missed the mark. They didn't account for the high-speed, always-on nature of the work. What was needed was not another resource drop; but a reset.

## Bringing Calm into the Chaos

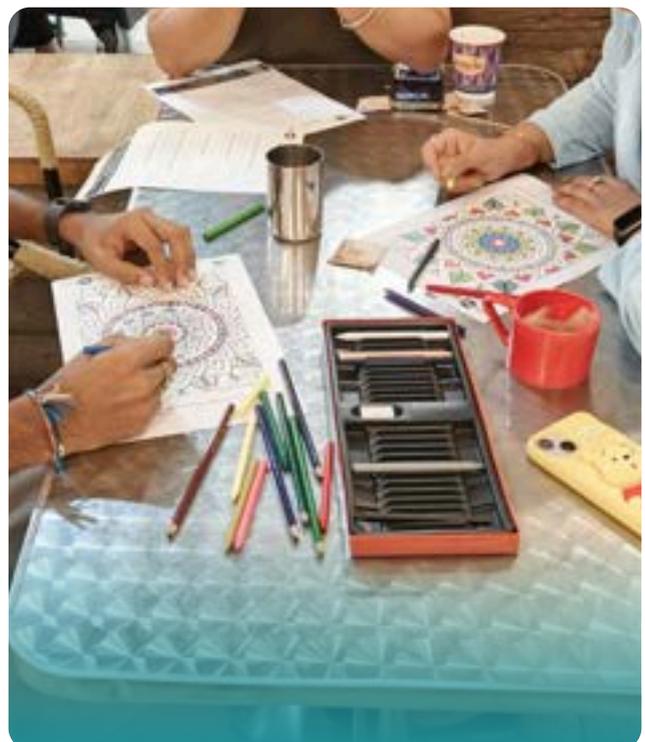
In March, something meaningful began. In two of the company's busiest offices, Gurgaon and Bangalore, ItoIhelp, India's leading emotional well-being provider, was onboarded. The day brought a quiet, reflective wellness experience and marked the start of a focused effort to make emotional well-being support more real, more accessible, and part of everyday work life.

ItoIhelp provided **on-site counselling, wellness booths, and expert-led sessions** to help employees engage with mental health in a safe, approachable way. Their services also included access to a **24x7 helpline and digital tools** for ongoing emotional well-being support.

Smiley stress balls with QR codes led to personal check-ins. Mandalas replaced whiteboards. Employees were met with handmade cards linking to self-assessments and mental health stories. The event wasn't designed to preach.

It was designed to meet people where they were. Staff volunteers introduced the EAP platform, a suite of confidential support offerings across emotional, legal, and financial areas. Interactive booths offered engaging tools: nutrition games, mental health quizzes, art-based check-ins.

Over 2,000 employees engaged; many for the first time with any well-being initiative. It didn't feel like a launch. It felt like care.



## What Changed

The results were immediate and quietly powerful. Following the in-person intervention conducted at two major office locations, there was a marked increase in employee engagement with emotional well-being services.

The initiative, which launched the Employee Assistance Programme (EAP) and encouraged registrations through a mix of interactive on-ground experiences and targeted digital tools, **resulted in a 33% rise in app registrations and a 16.57% increase in active utilisation of support resources.**

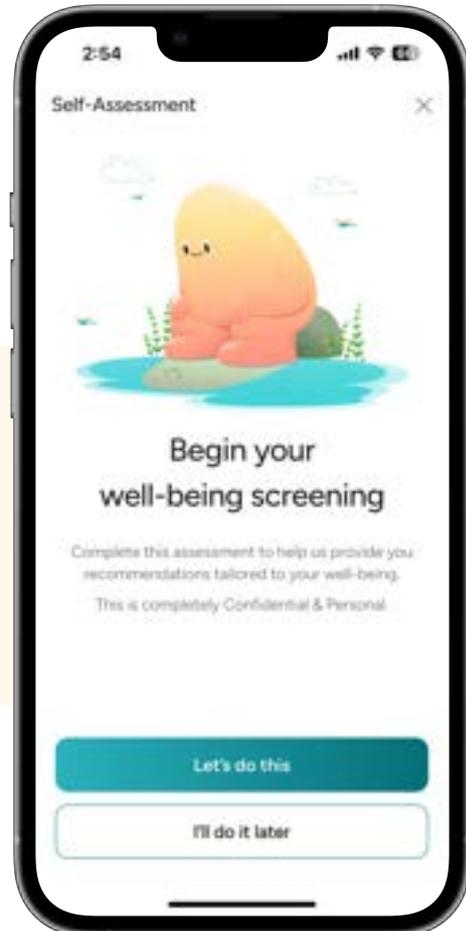


Over **680 employees** signed up, with **88 counselling sessions**, **358 self-assessments**, and **354 articles** accessed across participating entities.

Emotional wellness emerged as the most preferred area of engagement, reflecting growing openness among employees to explore mental health support when it is both accessible and personalised. The strategy proved effective in creating awareness, sustaining interest, and embedding well-being into the rhythm of the workplace.

## Cultural Shift: From Programme to Practice

Mental health became part of everyday language. People began checking in with one another more frequently. One-on-ones included space for personal conversations. Team leads became more comfortable making mental health referrals.



“It didn’t feel like a campaign. It felt like something we all owned.”

Participant, Well-being Initiative

## What's Next?

The company now plans to expand its offerings in partnership with ItoIhelp. Areas like financial wellness, proactive burnout prevention, and trauma-sensitive leadership training are next.

“Partnering with ItoIhelp has been one of our best people decisions. In an industry that never sleeps, their support has helped us care for those who keep the wheels turning.”

HR Leader, Travel Industry

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Ready to Make Mental Health  
Part of the Journey?

[www.ItoIhelp.net](http://www.ItoIhelp.net)