Putting Wellbeing Where the People Are

How **onsite wellbeing engagement** helped organisations drive awareness, registrations and utilisation across different workforces.



Onsite engagement can help bring wellbeing support closer to employees and turn awareness into action.

These five examples from 1to1help's onsite engagements show how organisations across different workforces have used counselling, awareness and engagement initiatives to drive registrations, assessments, counselling bookings and utilisation.



Why Wellbeing Support Needs An Onsite Presence

An EAP can exist on paper and still remain underused. The gap often comes down to awareness, trust and how easy it is for employees to take the first step.

01

The utilisation gap

EAP utilisation typically remains in the single digits, with industry estimates placing it at 6–10% globally and around 3–5% in India. The challenge for employers, therefore, isn't only making support available. It's getting employees to actually use it.

6-10% global utilisation rate as compared 3-5% in India

Most employees don't use the support available to them.

02 Awareness is the first barrier

You can't use a resource you don't know exists.

Only 0.09% of India's 1.1 million registered companies have implemented an EAP, according to a 2025 peer-reviewed study. The research also identifies cultural and contextual barriers as challenges to EAP implementation and sustained engagement in India.

03 Access alone doesn't guarantee action

Industry research has identified confidentiality concerns, inconvenience and access barriers among the reasons employees who need mental-health support don't turn to their EAP. This is where the physical workplace can become an important point of connection: support is made more visible, easier to approach and part of the employee's everyday environment.

Even when support exists, employees may still hesitate to use it.

04 The trust gap

Need is high. Action still lags behind.

Deloitte's research found that 80% of India's workforce reported mental-health issues in the previous year, yet 39% of affected employees did not take steps to manage them, with stigma among the reasons cited. The research also found that many employees were either unaware of workplace resources or did not consider them highly effective.

Source: Deloitte India, "Mental health and well-being in the workplace," 2022.

Onsite In Action

Five client engagements. Five different workforce needs. One approach designed around where employees are.

01 Leading Steel Manufacturing Company



"Our workforce is spread across locations."

CHALLENGE

The organisation wanted to increase employee access to mental-health support and improve engagement with wellbeing services across its onsite locations.

WHAT WE DID

- Set up onsite counselling stations across AMNS's plant locations, staffed by 1to1help's multilingual counsellors, so factory-floor employees could access confidential support close to their workstations without needing extended time away from shift.
- Ran onsite awareness and engagement activities built for an industrial workforce — visible on-ground signage, brief check-ins and simple conversation-starters that introduced counselling in a format that felt approachable, not clinical.
- Repeated the onsite visits across multiple locations, so employees built familiarity and trust with the same counselling team over time — this consistency is what supported scaling the programme after its initial launch.

RESULT

80%+ utilisation

The programme was identified as a high-utilisation onsite account, with a successful launch across locations and great feedback from the organisation. It was also repeatedly highlighted among the best-performing onsite programmes.

02 Leading Engineering and Manufacturing Company



"We need to increase uptake of support."

CHALLENGE

The organisation wanted to improve employee wellbeing support and increase uptake of counselling and preventive mental-health interventions across multiple locations.

WHAT WE DID

- Delivered onsite counselling through recurring visits to Thermax's locations, giving employees a consistent, familiar point of contact rather than a one-off camp.
- Paired counselling sessions with onsite awareness initiatives — brief wellbeing check-ins, small-group conversations and preventive-care messaging , aimed at getting employees to engage with support before issues became acute.
- Sustained the same format across multiple reporting periods, which is what allowed utilisation to hold steady rather than spike once and drop off.

RESULT

80%+ utilisation

The organisation was consistently featured among organisations with more than 80% utilisation and was specifically listed as a high-utilisation success story in September 2025. The engagement also demonstrated sustained participation across multiple reporting periods, rather than being a one-time intervention.

03

Leading BPM and IT-Enabled Services Company



"We need to turn employee interest into action."

CHALLENGE

The organisation wanted to increase awareness of its EAP services and convert employee interest into registrations and counselling utilisation.

WHAT WE DID

- Set up onsite kiosks staffed by counsellors, where employees could complete a short, confidential wellbeing check-in on the spot, lowering the barrier of committing to a full session before understanding what the programme offered.
- Enabled employees to download the app and register directly at the kiosk, turning interest into action in the same visit instead of asking them to follow up later.
- Ran awareness and registration campaigns through onsite engagement activities across the campus, encouraging employees to try a quick assessment before deciding whether to book a full counselling session.

RESULT

48% of participants registered

293 total engagement touchpoints

36 assessments completed

04

Leading Multinational Banking and Financial Services Company



"We need to drive engagement at scale."

CHALLENGE

The organisation wanted to increase visibility and utilisation of employee wellbeing services, while also driving registrations and participation.

WHAT WE DID

- Ran large-scale kiosk engagement sustained over 240 hours, spread deliberately across multiple locations and shifts so employees on different teams and schedules could all access the kiosk.
- Led with awareness-building conversations at the kiosk, helping employees understand what the programme covered — before prompting registration, rather than leading with a hard ask.
- Used the extended duration of the engagement to build repeated visibility, so employees who encountered the kiosk more than once were more likely to eventually register.

RESULT

52% registrations generated through 240 hours of kiosk engagement across 16 locations

05

Godrej SAHYOG

Real Estate / Construction



"Our workforce isn't in a conventional workplace."

CHALLENGE

Godrej Properties needed to extend structured mental-health support for construction workers across its project sites, a workforce that operates outside the conventional corporate workplace.

WHAT WE DID

- Began with a six-month pilot across six construction sites in the Mumbai Metropolitan Region, engaging 2,000+ workers through structured psychoeducation.
- Developed a support model combining monthly onsite group sessions, personalised one-on-one counselling and a 24×7 audio-visual helpline for counselling and crisis support.

RESULT

6 pilot sites → 79 construction sites

~30,000 workers within the expanded programme

The programme moved from a six-site pilot to a broader rollout across 79 construction sites, spanning multiple locations across India.

What We're Seeing Across Onsite Engagements

From building trust and momentum to reaching different workforces, these are the patterns behind effective onsite engagement.

Presence turns awareness into action.

Awareness alone can leave employees one step away from support. A counsellor, kiosk or onsite team creates a direct point of engagement, helping employees move from knowing support exists to actually accessing it.

Trust starts with human interaction.

For something as personal as mental health, a visible human touchpoint can make support feel more approachable and tangible than a message, email or app link alone.

Sustained engagement builds momentum.

Onsite works beyond the first interaction. Repeated engagement across locations and reporting periods can help turn an initial introduction to support into continued utilisation.

The model adapts to different workforces.

From multi-location manufacturing and engineering teams to banking and BPM workforces, and even construction workers across project sites, the format can change to fit the workforce while the core approach remains the same: bring support closer to where employees are.

Onsite can be the starting point, not just an add-on.

For employees who may not engage with wellbeing support through conventional channels, an onsite interaction can be their first meaningful encounter with the programme — making support more visible, tangible and easier to access.

TAKEAWAY

Make Wellbeing Work Where Your People Are

Whether you need to reach employees across locations, drive greater uptake or connect with a workforce that conventional channels struggle to reach, onsite engagement can help bring support closer to where your people are.

Let's explore what onsite could look like for your organisation.

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