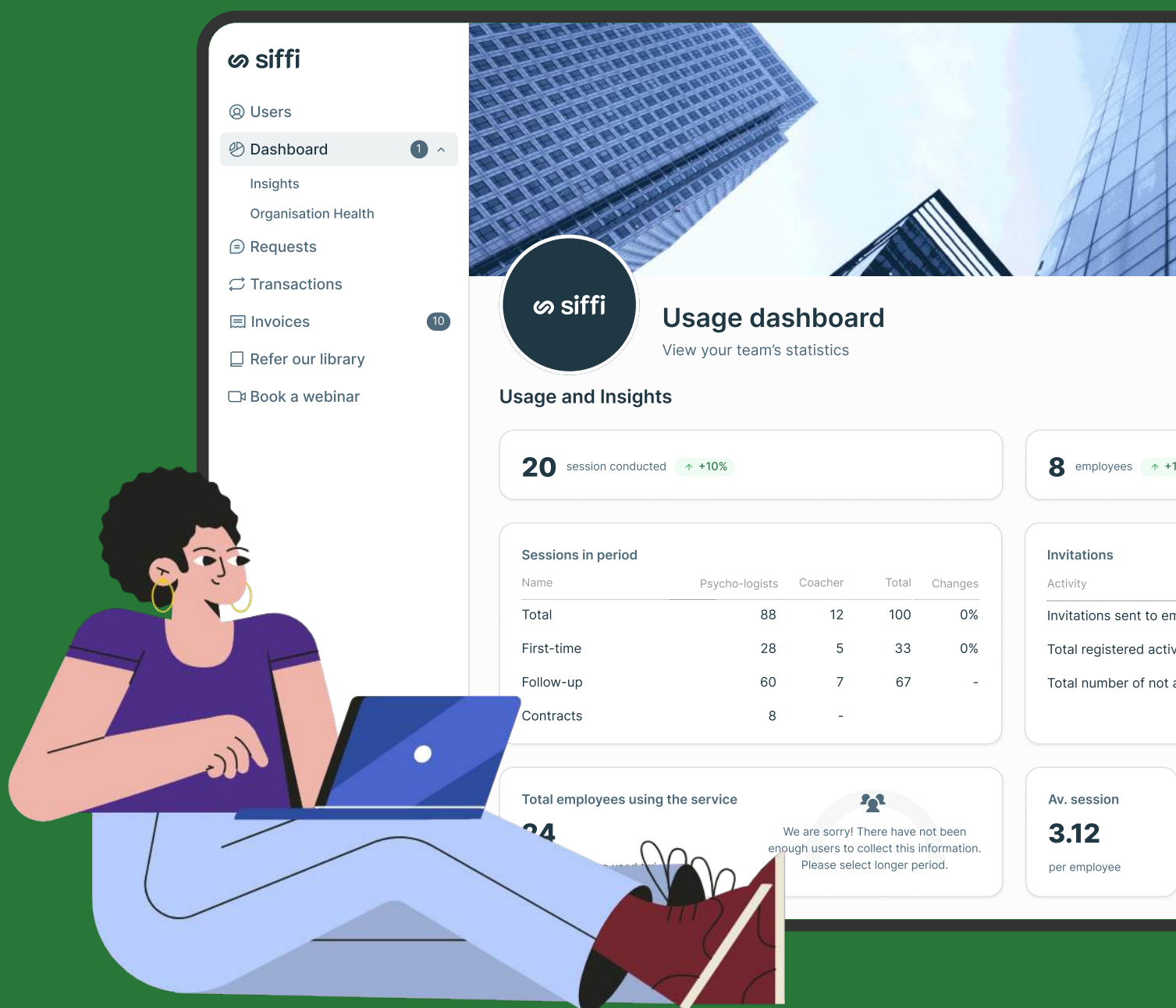




Leveraging Wellbeing for Impact:

Success in Cultivating a Thriving Wellbeing Culture: Entain Nordics & Baltics Case





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Mental health issues are one of the leading causes of declining work performance, so it's the responsibility of every employer to ensure a safe and peaceful work environment. This brings so many benefits to both the employees and the employer.

Oleg Karpušenko

Head of Human Resources at Entain

Σntain



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We want our managers to proactively look out for the well-being of our teams and drive a culture of psychological safety within our organisation.

Gerda Maasing

Senior HR Specialist at Entain

Σntain

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A Quick Glance

Overview

Entain Nordics & Baltics is an iGaming company that creates one-of-a-kind interactive entertainment experiences by leveraging innovative thinking to provide customers with industry-leading gaming content across all product verticals.

Challenge

Operating in a rapidly evolving industry with a diverse, international team, Entain sought a proactive, scalable, culturally relevant, and comprehensive mental health solution to offer personalised care and improve employee engagement across the board, regardless of location.

Solution

To address their challenges, Entain chose the digital employee mental wellbeing solution Siffi, which offered one-click access to a diverse network of top-rated mental health providers and self-learning resources while supplementing their workplace wellbeing initiatives with webinars and group coaching sessions. Well crafted employee mental wellbeing solution has a direct effect on employee Engagement and Satisfaction, and Siffi's solution is part of it.

Additionally, Entain's management was provided with unlimited support and actionable data-led insights to support the implementation of improved initiatives and work practices.

Results



45.6% employees activated within a period of **14 days**



16% engagement rate:
30 250 minutes spent on mental wellbeing



Close to 30% utilisation rate: Over 600 psychological sessions and 15 hours in chat

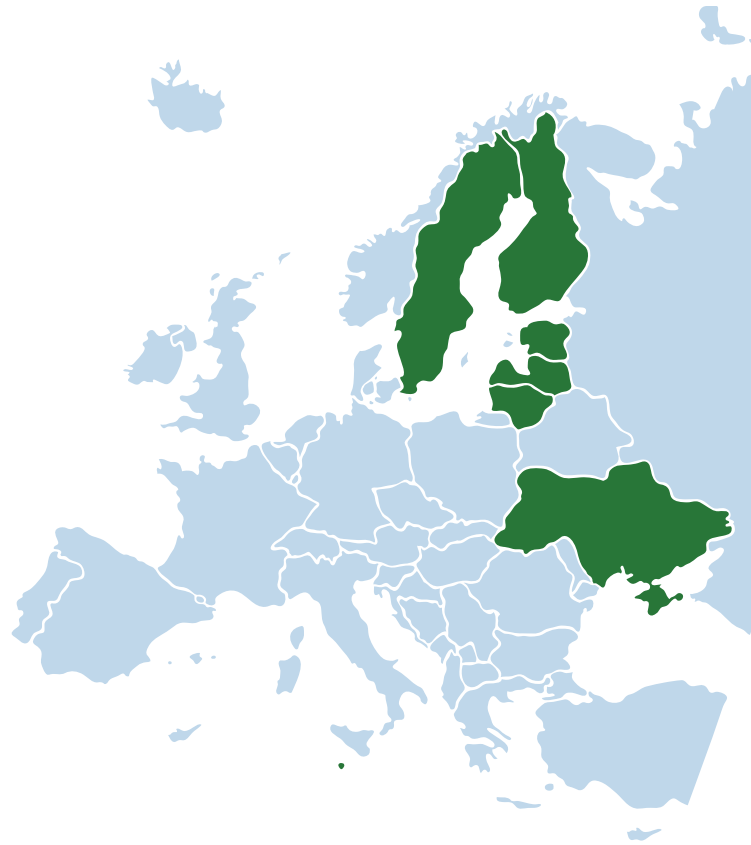


Estimated between **6.2 to 8.6 EUR** return on investment (ROI) **per 1 EUR invested**

About Entain Nordics & Baltics

Established in 1999, Entain Nordics & Baltics has expanded to become a multi-brand online gaming company worldwide. It is the leading iGaming operator in the Baltic States and one of the fastest-growing operators in Eastern Europe.

With its headquarters in Riga, Entain also operates in more than 15 countries and five continents. The company's growth has seen many milestones, including the acquisition of the top B2B gaming platform, Finnplay, and the oldest gaming brand in Latvia, Klondaika, as well as the growth of their team to 620+ professionals.



*Entain's mission and core values
are to create entertainment,
infuse joy, and spark change.*

Entain

The Challenge

Entain operates in a rapidly evolving industry that demands commitment from employees to sustain growth. The work environment can become increasingly fast-paced.

Coupled with the intricacies of fostering an ever-expanding multicultural remote team, social distancing, and disruptive societal changes, Entain knew it had to commit to maintaining a healthy mental well-being culture.



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A well-designed workplace not only supports individual mental health but also leads to increased employee engagement and productivity.

Oleg Karpušenko, Head of HR



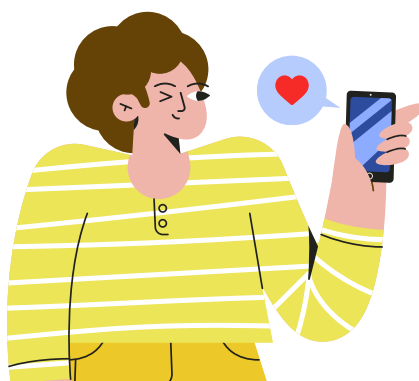
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We are very human-centric and flexible. We like to meet in the middle wherever we can. At the same time, we aim to be fair.

Gerda Maasing, Senior HR Specialist

To start, the company offers a variety of employee benefits to support mental wellbeing.

- Time-off benefits
- Annual company performance bonus
- Policies and programs organised by the Diversity, Equity, and Inclusion (DEI) committee
- Weekly wellness and team-building events
- Mental health first aid training for people managers
- Employee referral bonus
- Birthday gift card
- Training and development budget for professional and personal development
- Health insurance covering gym membership, physical therapy, and necessary health check-ups
- Two company apartments available for employee use



The Challenge

However, some of these employee benefits are affected by regulations and can vary by location. To deliver mental health benefits that are more transformative and consistent across the organisation—even to their international employee base, Entain went on to incorporate well-being support programs—such as Employee Assistance Programs (EAPs) but found that this was not enough to truly address the needs of their employees.



Some of the problems encountered with the support program include:



Limited care options



Low utilisation and engagement as most employees thought the service to be for only at-risk cases



Long wait time for provider access



Inadequate data reporting



Privacy concerns



Lack of appeal to their modern, multi-language, and tech-savvy workforce

The leadership team at Entain finally decided that they needed to adopt a service that checked these boxes:

- ✓ Provide fast and easy access to high-quality, personalised care by certified mental health providers.
- ✓ Offers a broad spectrum of personalised support for a variety of needs, not limited to clinical intervention only.
- ✓ Ensure unrestricted access to every employee, regardless of their current geographic location.
- ✓ Serve all 620+ employees without adding administrative burden to the HR team.
- ✓ Support the language and cultural diversity of the workforce.
- ✓ Deliver KPIs and data reports to drive informed decision-making within the organisation.
- ✓ Ensure strict confidentiality to help employees feel safe and secure.
- ✓ Improve employee engagement compared to their previous well-being support program.



Entain was looking for a provider capable of fulfilling all these requirements, which proved challenging. Most services work locally or in a limited number of countries. In addition, many of the existing providers still need to improve their digital and remote experience.

After thoroughly assessing available options, Entain chose Siffi to be their expert partner!

Siffi's services are specifically designed for international companies with remote and non-remote teams.

RUSH STREET
INTERACTIVE

CoinMetro
MOVING CRYPTO FORWARD

Telia

KUEHNE + NAGEL

elisa

SEB

CyberCube

Entain

Siffi's Key Benefits

For Employees



High-quality support from a diverse provider network

Entain's employees can finally enjoy care that is culturally sensitive, non-judgemental, tailored, and consistent in quality. Siffi boasts a diverse network of licensed and thoroughly vetted providers from over 20 countries, delivering care in more than 30 languages.



Faster access to personalised care

After a quick sign-up on the Siffi platform, Entain's employees can immediately match with a dedicated Care Navigator via chat. After asking a few questions about their needs, the licensed professional will recommend specialists that fit the bill, removing the guesswork from the care process.

Employees can view real-time updates of providers' schedules, ensuring quick access to the earliest available slots. Unlike traditional EAPs with an average wait time of 25 days, Employees—upon selecting their preferred provider—can secure their first and subsequent appointment within 1-2 days, often within hours, regardless of where they are globally.



Broad spectrum of mental wellness support

Siffi addresses a diverse range of over 30 conditions (e.g., adult neurodevelopmental disorders, gambling addiction, trauma, work-life balance, etc.) with a selection of more than 25 therapeutic approaches (e.g., art therapy, couples therapy, trauma-informed care, cognitive behaviour therapy, etc.).

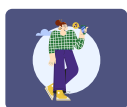


On-demand self-learning digital resources

Unlike traditional EAPs, Siffi adopts a comprehensive and proactive approach by empowering employee to manage their mental well-being independently. All Entain's employees have single-click access to research-backed resources that address their subclinical needs (e.g., stress, sleep, mood fluctuations, and mild forms of anxiety and depression) and drive personal growth.



My Wellbeing Profile tracks the different aspects of employees' daily lives—including habits and well-being, thoughts and emotions, stress and resilience, self- and time management, and sociability—through a dynamic well-being score derived from their self-assessment results. Employees receive personalised well-being insights and recommendations, with the option to consult a specialist for additional support.



Audio Moments is a library of audiobooks on the most encountered mental health issues.



Mindspa app offers sound journey programs to help Entain's employees deal with negative emotions and escape into deep relaxation.

Siffi's Key Benefits



Team building through expert-led workshops and group coaching

To supplement Entain's workplace well-being initiatives, Siffi organises online events and group coaching sessions led by professional therapists. The aim is to foster team growth, equip leaders with the knowledge necessary to maintain a healthy work environment, and build bridges across the organisation.



Quality care for loved ones

Recognizing the profound impact of family-related issues on employee well-being and productivity, Siffi extends its valuable network of top-notch mental health professionals to people they hold most dear. Employees can make appointments for their children (up to 18 years) or a third party on the basis of a mandate (e.g., a guardian).



Strict confidentiality

The Siffi platform is built for GDPR-compliance. Employees rest assured that their data during private chats and video calls are protected, even from their employers. The platform also delivers discreet notifications to ensure protection at all times.

For HR

HR teams often have a lot on their plate, and time is of the essence.

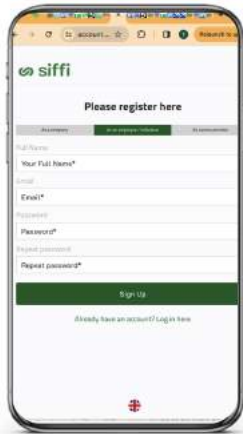
Siffi presents solutions that respect that and give the gift of time back to them.

Seamless 3-step onboarding process:



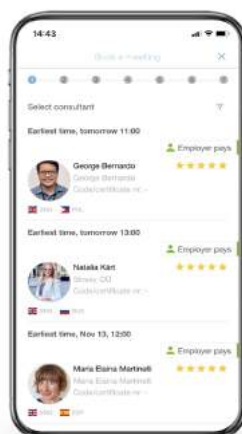
1.

The company signs up on Siffi's website and gets a verified account within one (1) business day. It also receives an onboarding email with an invitation to a welcome webinar for key team members.



2.

The admin HR person integrates Siffi with the HRIS and imports all the employees to the platform.



3.

Employees receive an invitation, create their profile, and start enjoying all the comprehensive health benefits on Siffi. They can even book their first appointment right away.

Siffi's Key Benefits

It took only two weeks from deciding to use Siffi as a professional mental health support system to deploying it across the company. The HR team rolled out the service in less than an hour.



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It was a surprise how fast and seamlessly Siffi could start providing the service for all of Entain's employees. It really is as simple as a click, and it is done. We saw that employees started immediately using Siffi in all our locations.

Oleg Karpušenko, Head of HR

No code integration option with 30+ HR software solutions to lead to zero employee management overhead

Unlimited, tailored client success support to drive awareness and continuous engagement.

On-demand comprehensive, anonymized data reporting that provides actionable insights on common struggle areas in the organisation, service usage and engagement, and investment ROI.



Siffi's mental health specialists participate in the onboarding webinar to unpack the concept of mental well-being.

By educating HR and leadership roles, Siffi aims to cultivate a psychologically safe environment and remove all thresholds for seeking help or advice on mental health.

The Virtuous Circle: Engagement & ROI

25%

In every company, there are approximately 25% of employees with mental health issues who would benefit from personalised, 1:1 intervention.



There is a significant hidden cost for any company if it stays undetected and turns into increased rates of turnover, absenteeism, and presenteeism.

But it is not just about rolling out a new service to your employees but making sure they understand what it is for, how to use it, and monitoring the progress and usage.

With an average engagement rate of 5%, traditional EAPs, often reactive tools providing support after problems have arisen, fail to address the bigger picture. Aside from employees being reluctant to use the service due to their perception of it being a crisis-oriented resource, engagement remains low due to perceived stigma, cultural and language barriers, lack of ongoing support, and access limitations. Besides, many traditional EAPs fail to meet the needs of the modern workforce.

Now, there is a substantial difference in ROI, whether the engagement is 5% or 15%. The difference can be as high as 4.5 to 5 times in ROI, indicating an exponential increase.

A new breed of engaging solutions like Siffi is replacing the legacy ones (e.g., EAPs and health insurance). We prioritise taking preventive and proactive approaches to deal with issues from the root before they escalate into costly problems.

On average, 15-20% of employees use Siffi for intervention on an annual basis, and a similar number engage with its tools for building resilience. This engagement rate is five times higher than the long-term average of employee assistance programs (EAPs).

The Virtuous Circle: Engagement & ROI

While they had not set any particular engagement target from the get-go when they started rolling out Siffi to their employees in the Nordics and Baltics back in 2022, **the usage of 1:1 therapy and coaching at Entain reached a whopping 16%.**



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In my point of view, it's like one of the most important [benefits] we have...maybe I am biased because I use it myself.

Gerda Maasing, Senior HR Specialist

Great onboarding and introduction of the service to the team is essential. It also helps a lot when HR and other leadership roles are users themselves and better understand the benefits of the service.

Engagement is not a given.

That is why services like Siffi are specifically designed to nurture and enhance engagement.

Well-being is hard to measure. It makes many businesses wary of investing in it. Engagement as well as employee satisfaction should be your KPI when it comes to well-being and mental health.

By leveraging Siffi's benefits to support mental wellbeing in the workplace, Entain is able to cultivate a solid and thriving wellbeing

The Siffi's Economic Impact Calculation (SEIC) model estimates Entain's ROI to be between **116,200 Euros** and **163,400 Euros** annually.

Based on the SEIC model, companies that incorporate Siffi into their benefits package can expect to enjoy the following results:

57%

reduction in absenteeism

23%

reduction in presenteeism

10%

increase in retention rate

*The SEIC model is backed by science and based on three (3) pillars that bear unavoidable costs to companies - sick leaves, coming to work unproductive, and resigning due to mental health reasons.

The Results

45,6%

of Entain Nordics & Baltics’ global workforce registered on Siffi in 14 days of adoption

29,7%

Utilisation rate: 15 hours in chat, 30 250 minutes spent on the platform

16%

Engagement rate

600+

Psychological sessions are the most used (Over 600 sessions to date)

ROI

Estimated between 6.2 to 8.6 EUR ROI per 1 EUR invested



About Siffi

Siffi is a comprehensive, full-service mental health solution that provides international teams with quick and simple access to high-quality mental health and coaching services. That means one-click access to counsellors, psychologists, and coaches. We take the user through a simple two-step process that ensures that they get the right level of care and receive recommendations on who might best help them.

The Right Care

On Siffi, your employees can find a convenient and safe environment for support, counselling, and therapy. Our mission is to help employees thrive and companies succeed.

“



Remote working, international teams, and distributed organisations pose new challenges to management and HR. We at Siffi want to ensure that everyone in your organisation can continue to thrive, also in this new environment..

Helina Harro, Psychologist and Mental Health Lead at Siffi

Contact us at

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