



Auntie

Healthy minds, brighter business

**Case example:
Acme Ltd**

Auntie Insights feedback

- Satisfaction score 9,2/10 points.
- 98,2% would recommend the service to their colleagues.
- +37,7% increase in personal wellbeing after Auntie package.
- -24,8% reduction in stress levels after Auntie package.
- +9,3% increase in efficiency after Auntie package.

- Your feedback is fabulous and aligns with or is higher than Auntie averages.
- With more employees becoming aware of Auntie, usage has steadily increased. Noteworthy that recurring users are still a minority of all Auntie users.

Your Top 10 most used packages

ALL TIME USAGE

- Stressed Out 127 times
- Lost in Transition 95 times
- S.O.S. 81 times
- Loveboat Sinking 72 times
- Feeling Down 62 times
- Building Me 23 times
- Overachiever 21 times
- Leading Me 16 times
- Sleepless in Seattle 14 times
- Bounce Back 11 times

DURING 2025

- S.O.S. 34 times
- Lost in Transition 25 times
- Stressed Out 21 times
- Loveboat Sinking 21 times
- Feeling Down 13 times
- Bounce Back 11 times
- Building me 8 times
- Building Bridges 6 times
- Overachiever 4 times
- Leading Me 3 times

Usage during 2025

128

Auntie users

150

Used packages

All time usage

457

Auntie users

570

Used packages

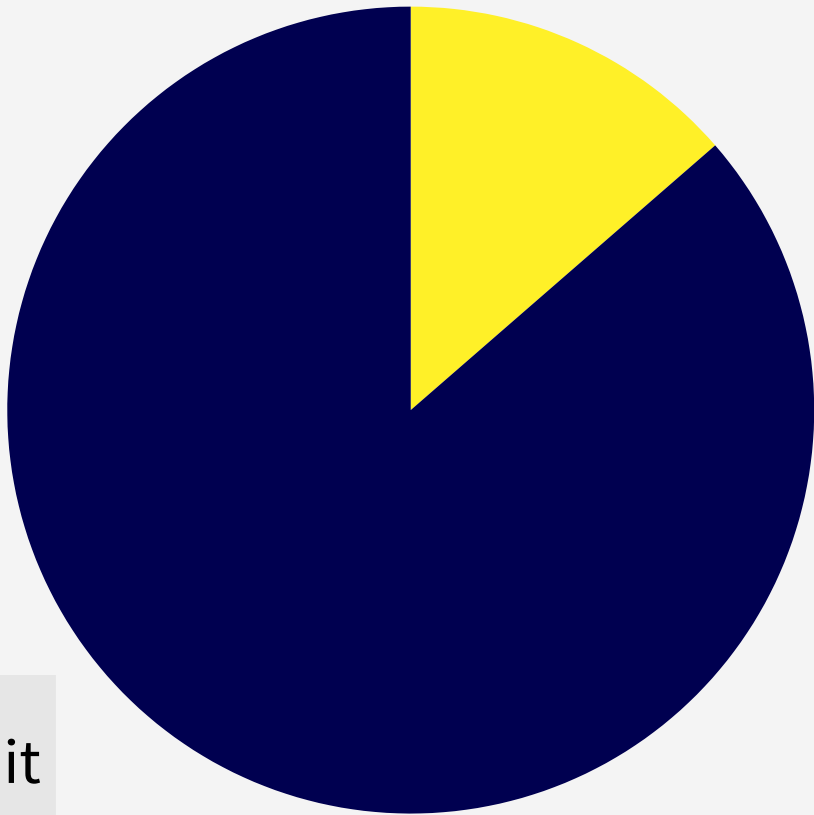
Signups per unit, all time vs 2025

FUNCTION	ALL TIME	2025
Group Functions	22	7
Commercial team	69	25
Digital Services	47	11
Operations	40	13
Customer Experience	102	37
Technical Services	30	10
Warehouse Operations	76	23
R&D	7	3
Transport	10	3
Support	15	5
Business Services	30	10
Other	42	9
NA	111	0

**Unit information was added later in collaboration to registration page*

Are you a supervisor?

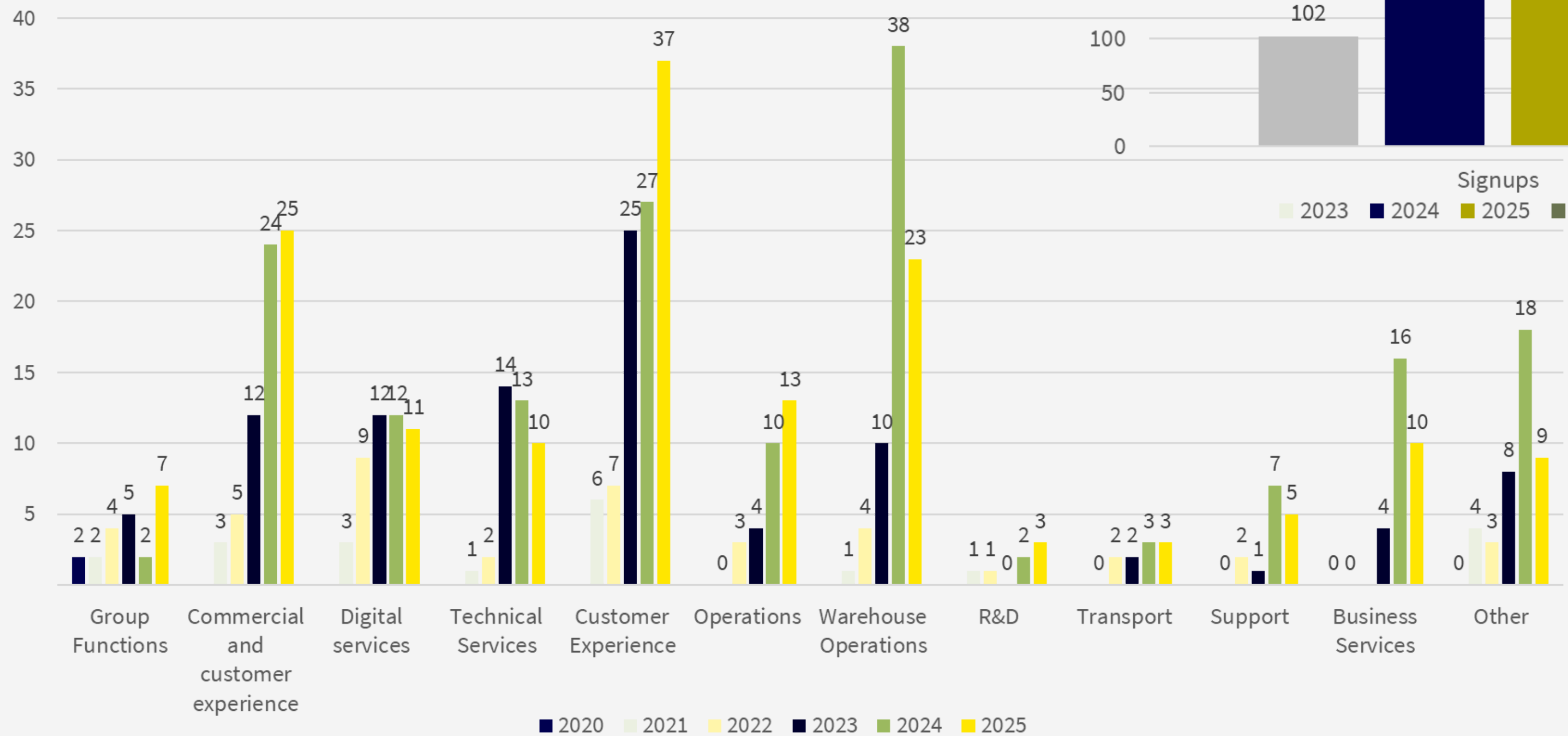
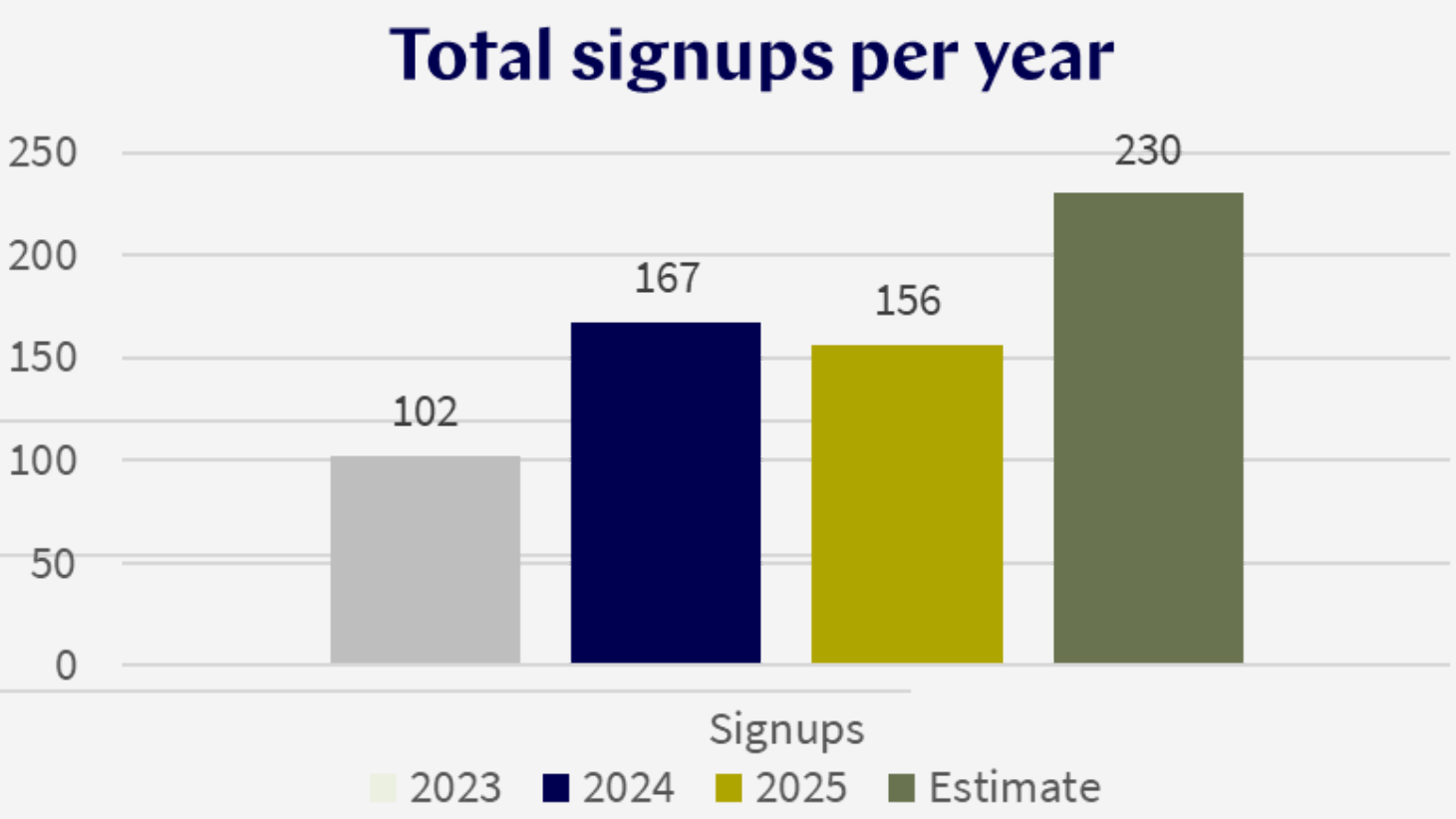
● Yes ● No



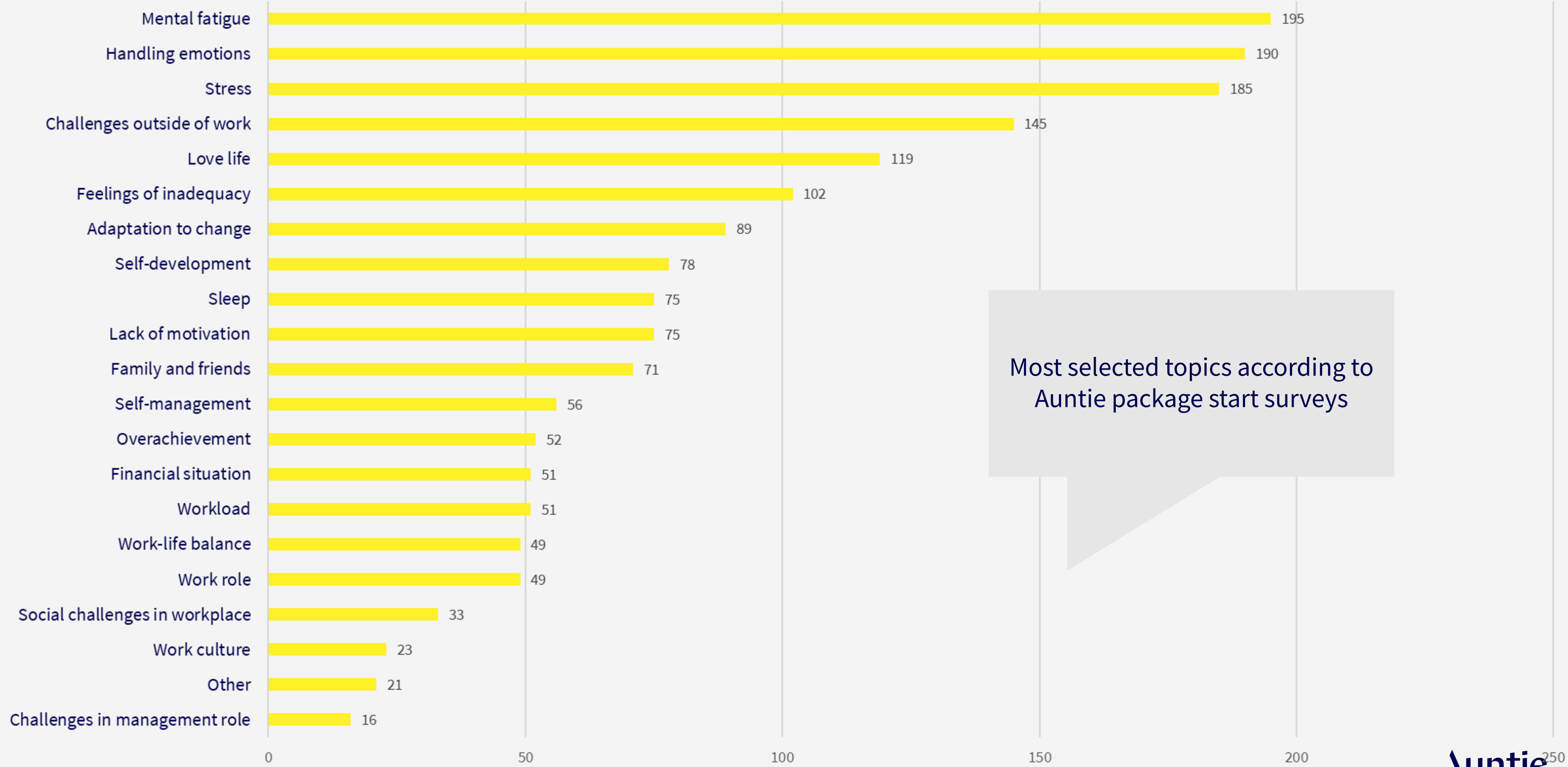
Communication about Auntie per unit with the help of People Leads have made it possible to focus on spesific areas and issues broadening the use of your Auntie service.

Signups comparison, unit/year

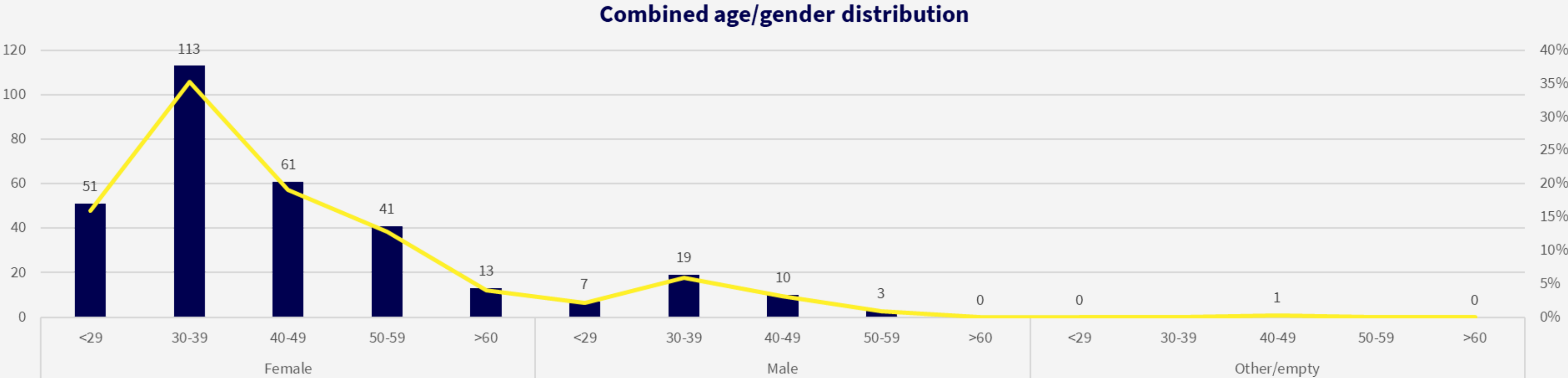
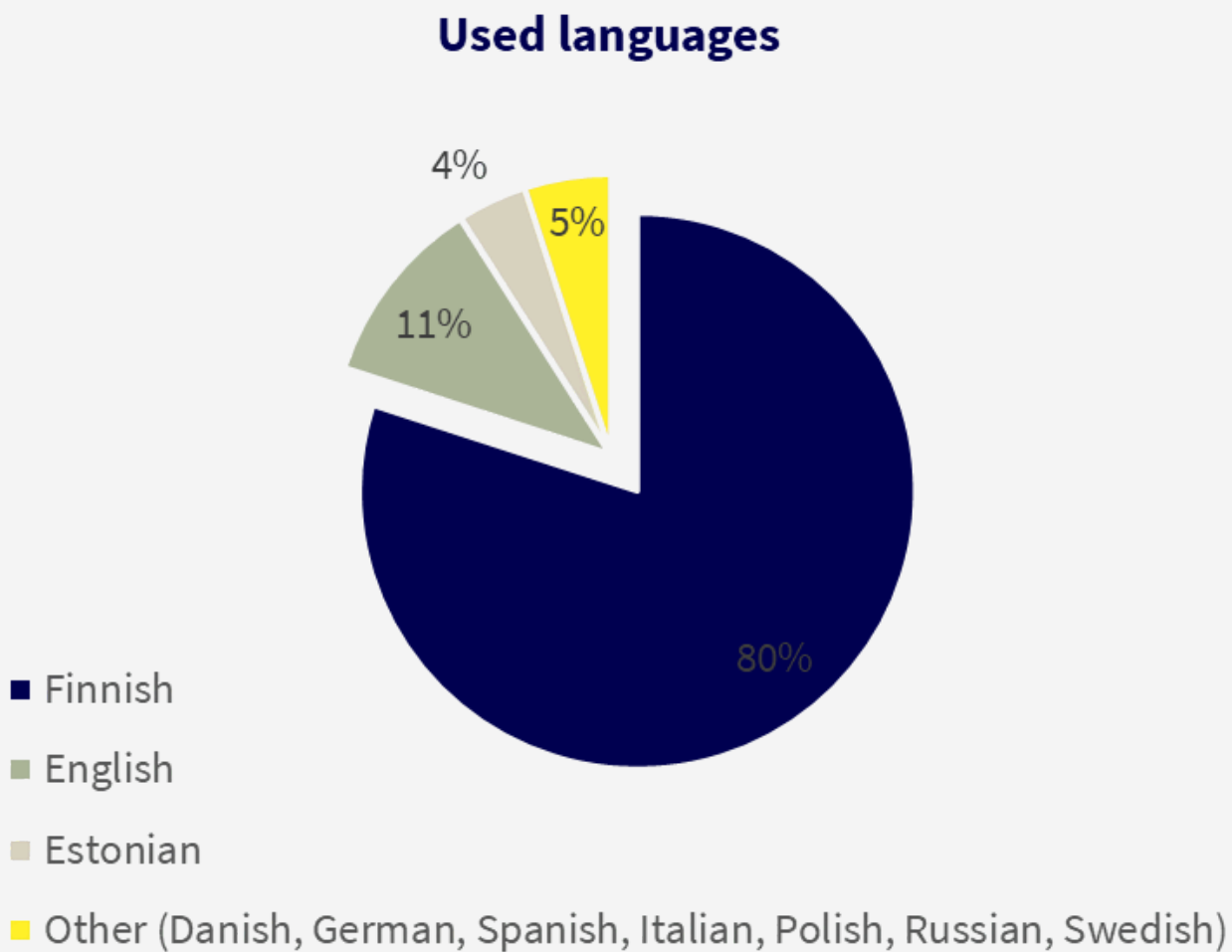
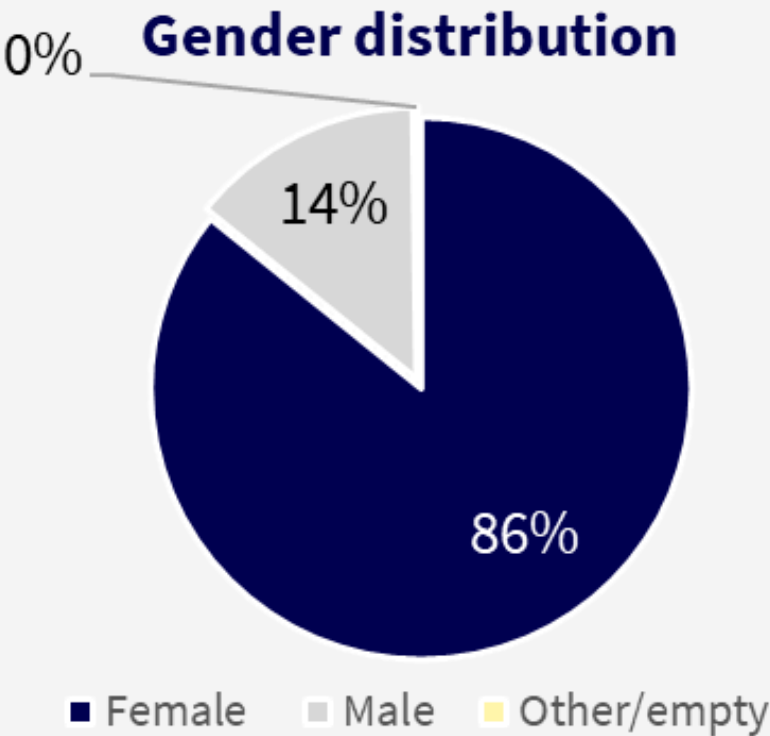
(starting from 2020 after unit information was added)



Situation or problem in your life that you are looking to solve right now

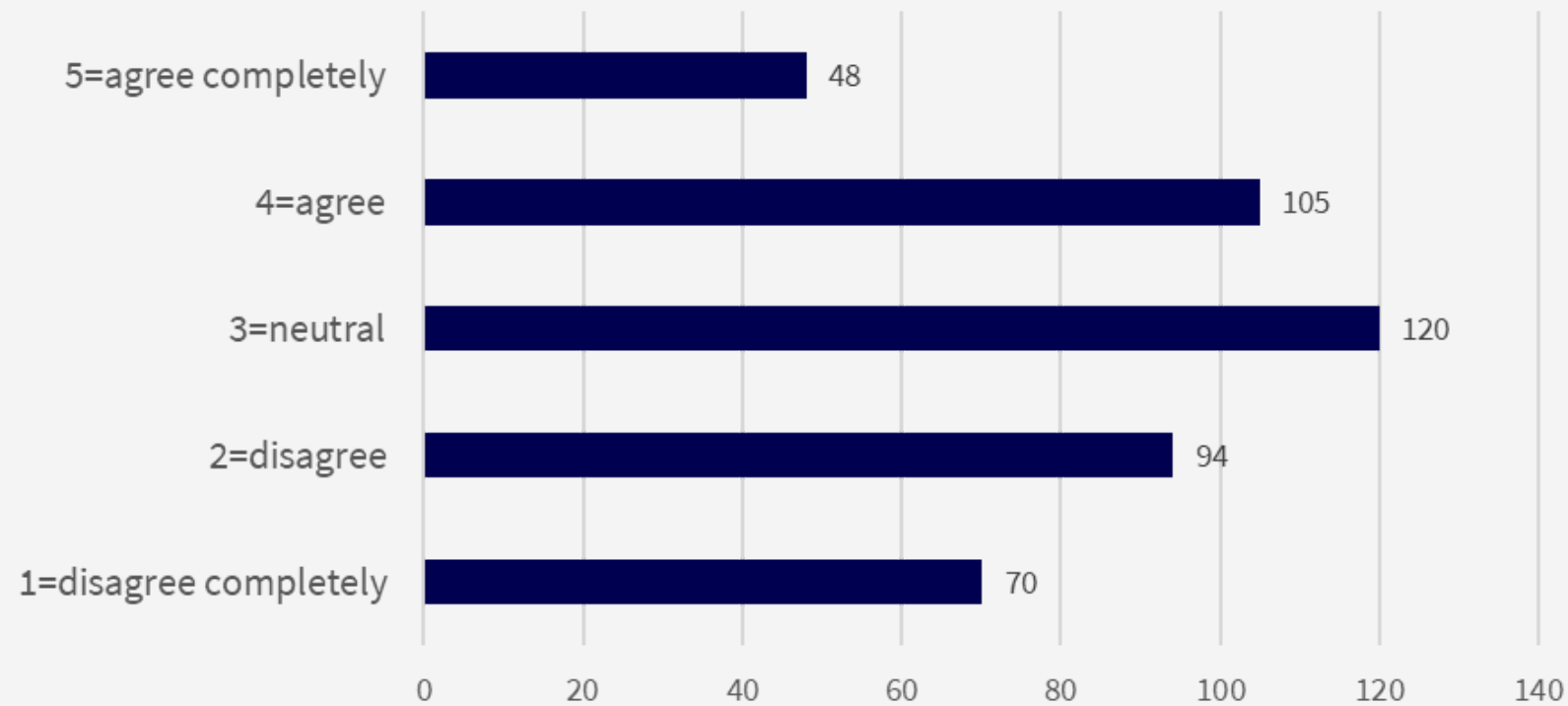


Auntie user demographics

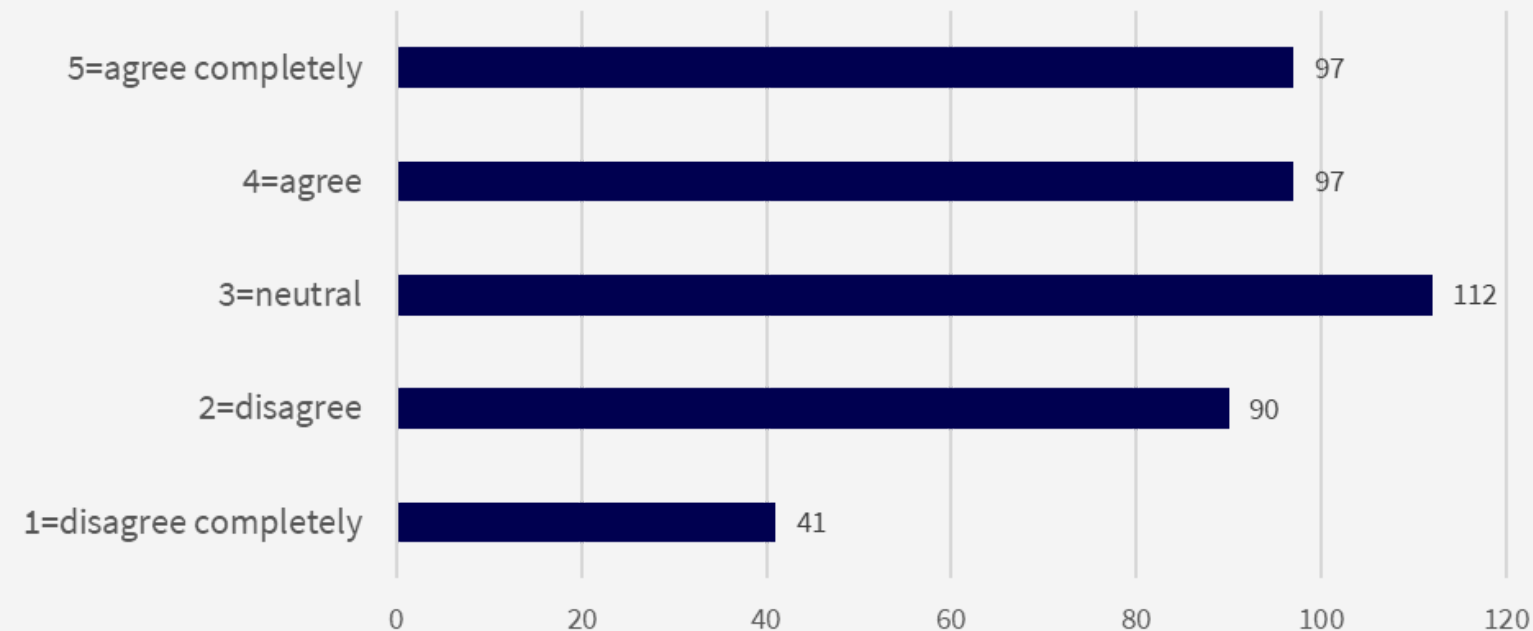


Auntie user feedback

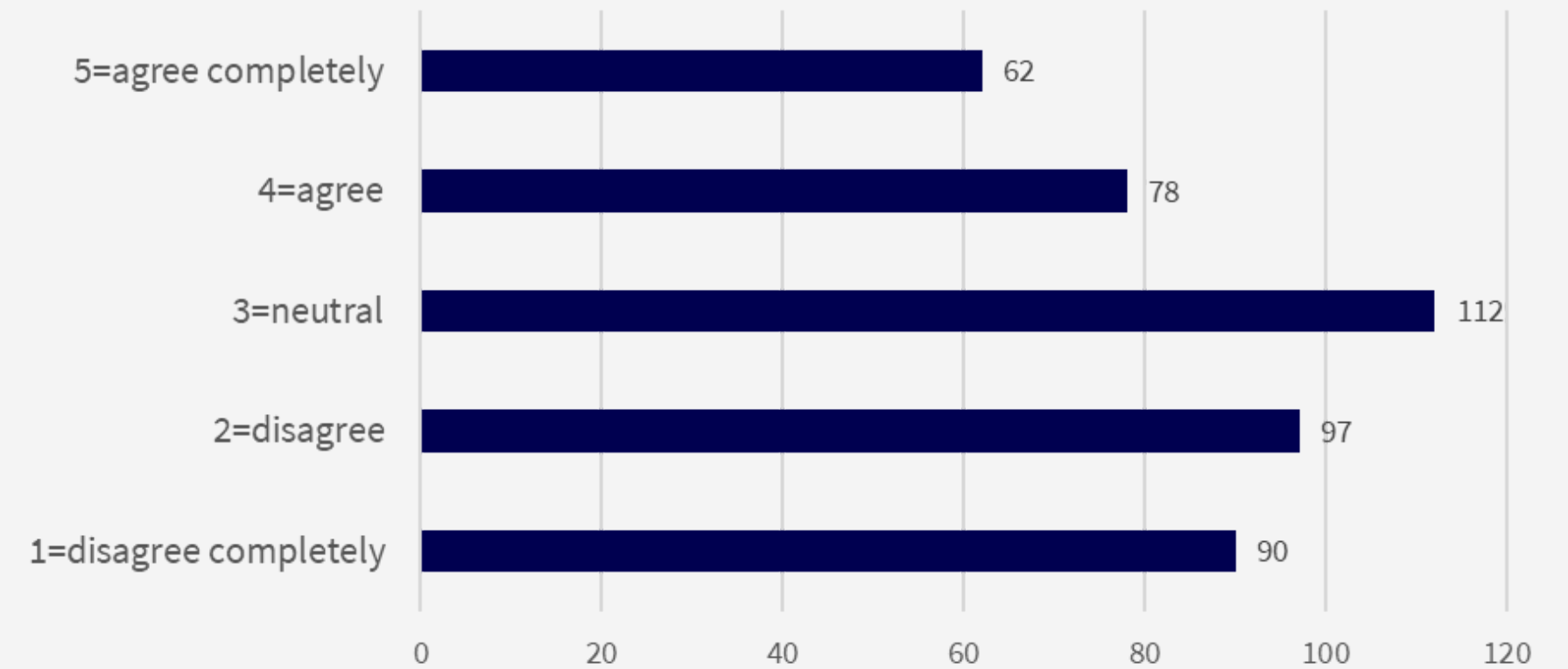
It's hard for me to make desicions?



I feel burned out at the end of the day?



Getting started with work requires extra effort?

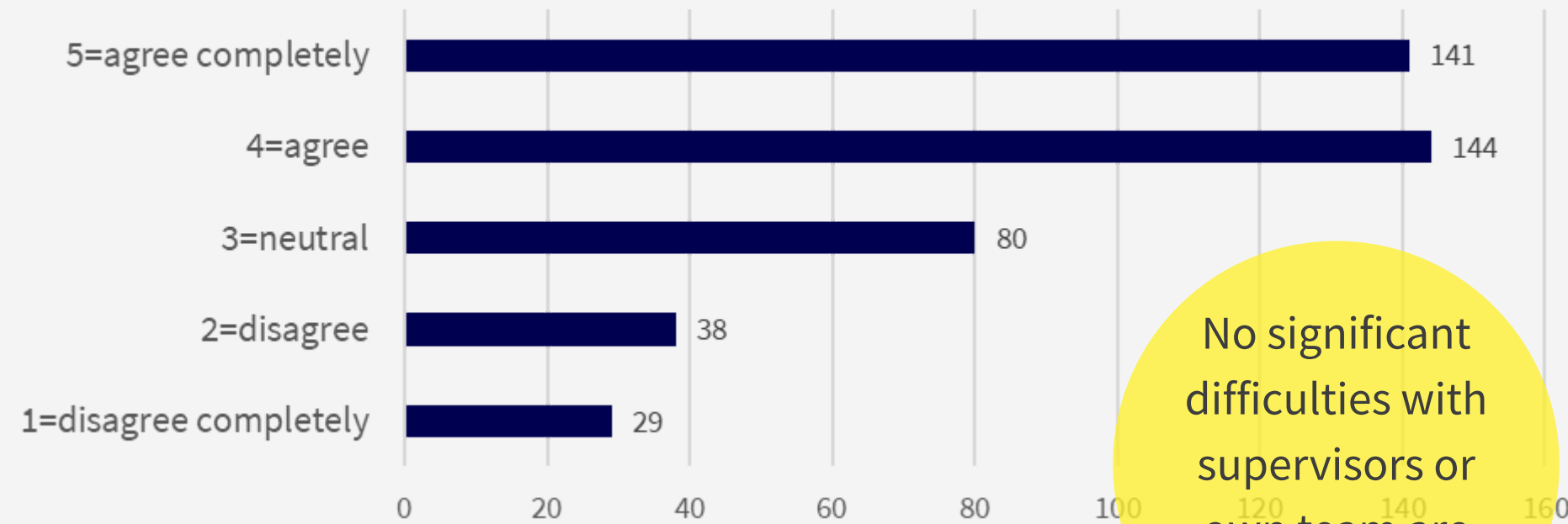


Feedback from package start survey

- Difficulty making desicions or getting started requiring extra effort are low threshold signals of exhaustion.
- Feeling out of energy after work may be a signal of poor recovery methods and self management.

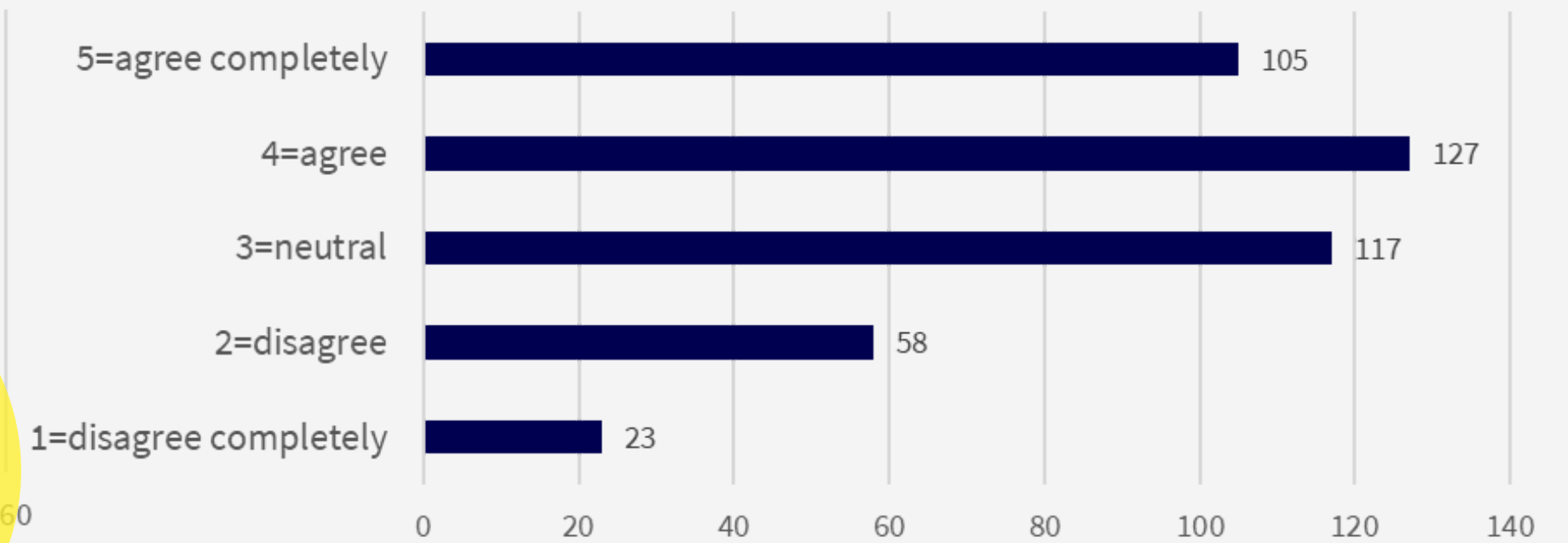
Both topics where Auntie can be of help.

I work well together with my boss?

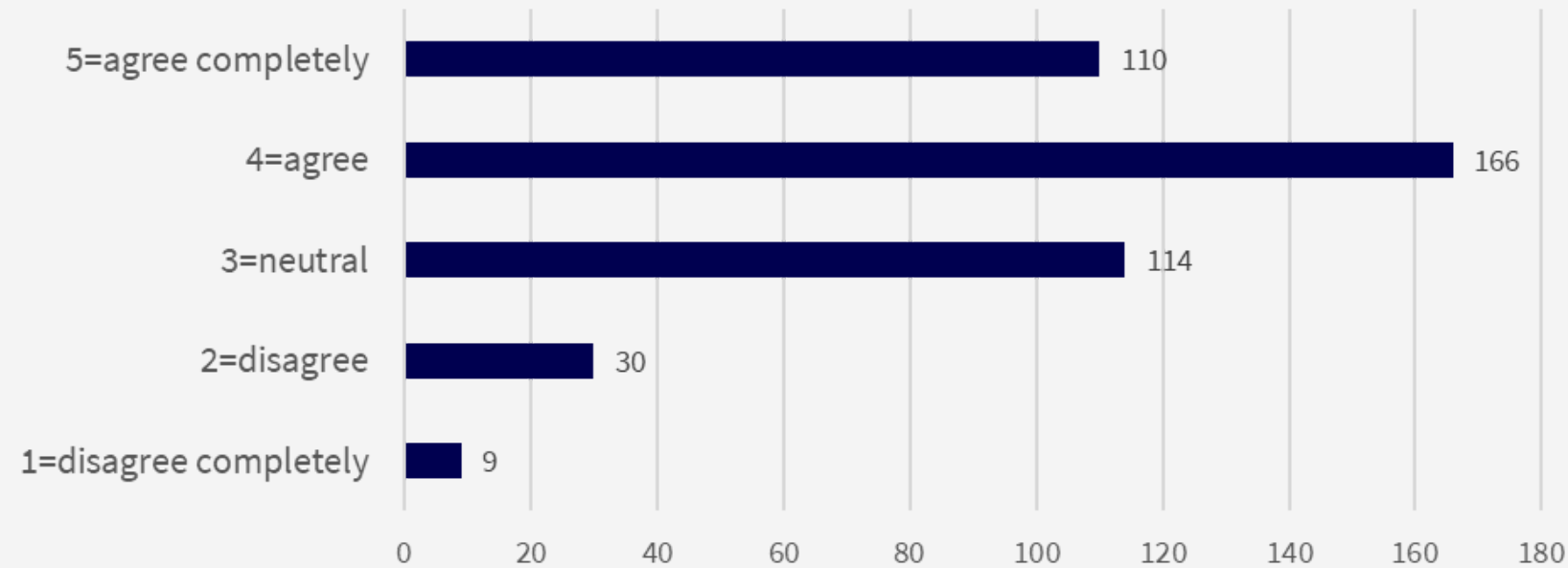


No significant difficulties with supervisors or own team are reported.

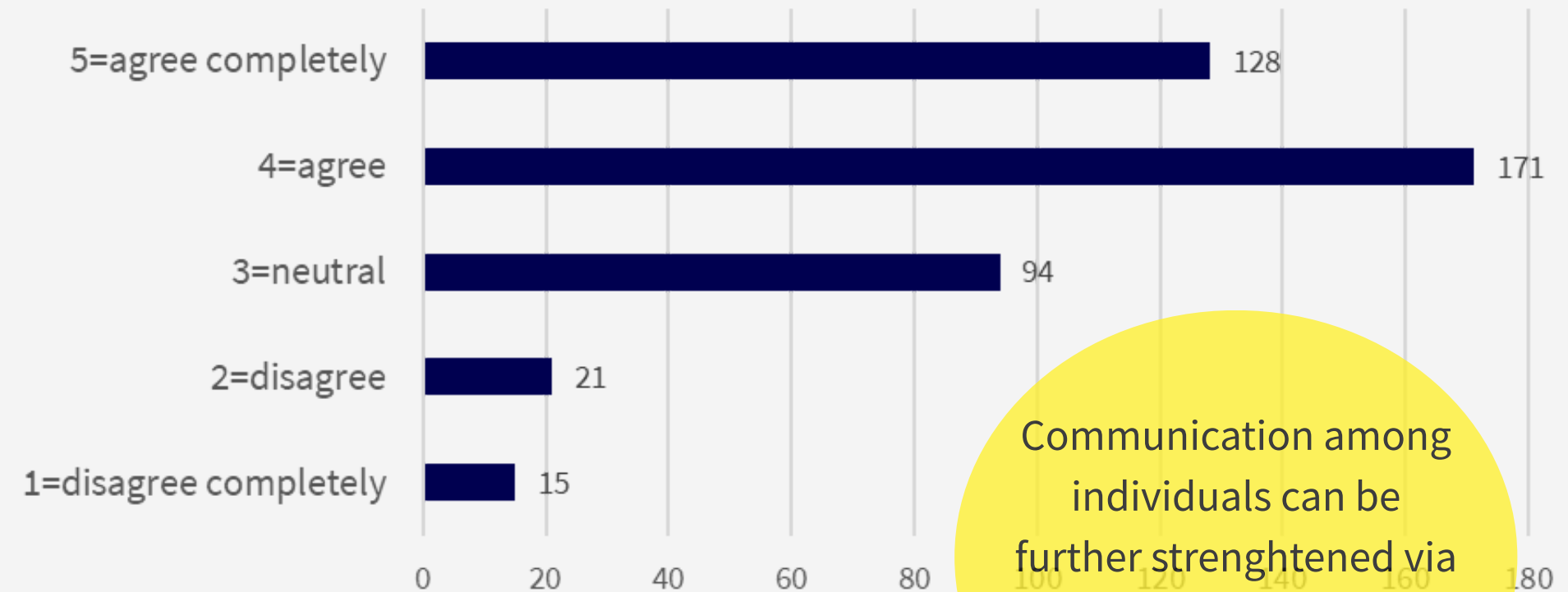
I am interested in my work?



I am able to do a good job at work?



I work well together with my team or unit?



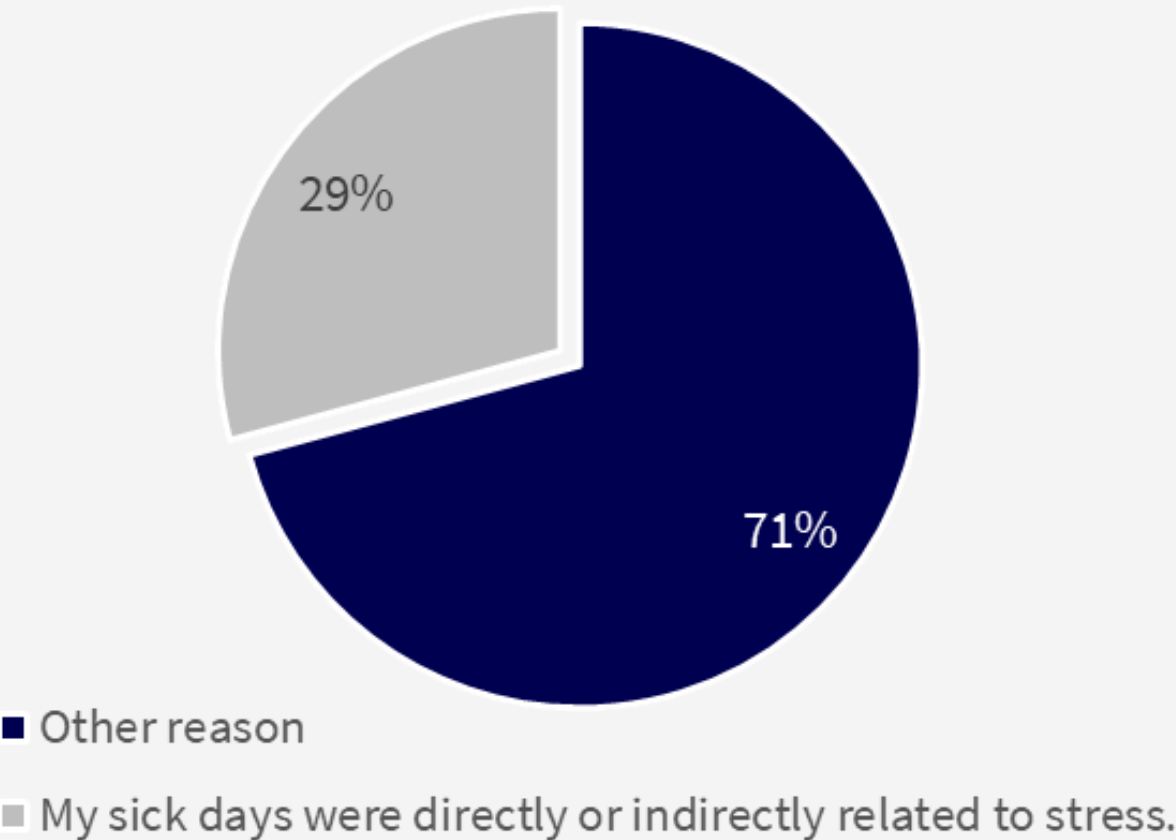
Communication among individuals can be further strengthened via Auntie Building Bridges package.

Auntie user feedback

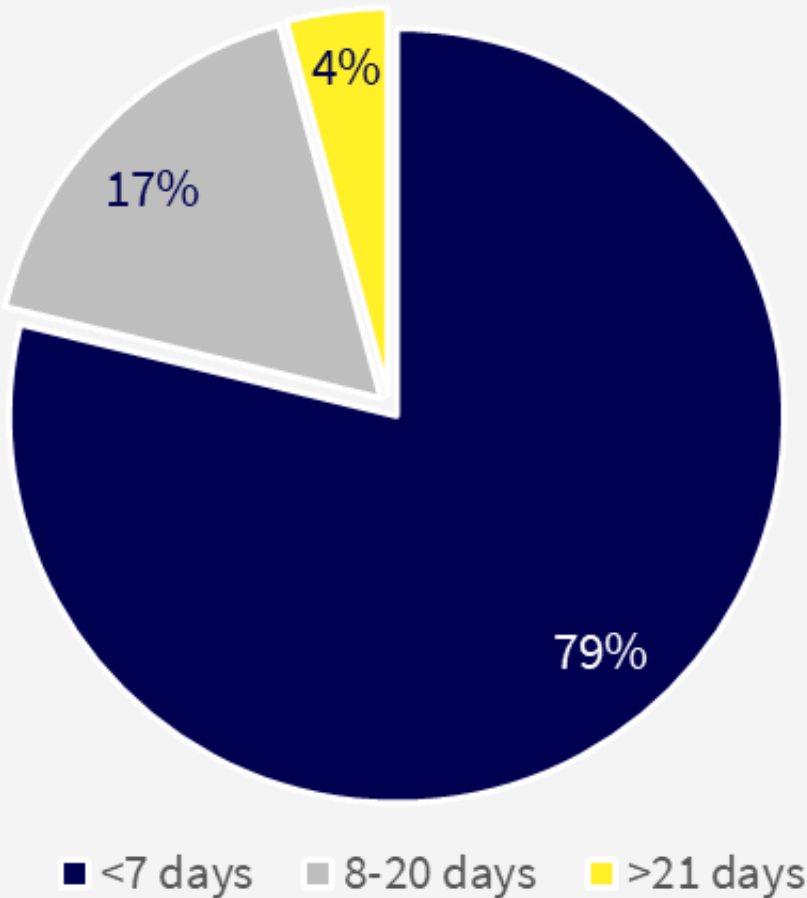
From total amount of end users reporting absences 6 months prior to taking Auntie package, **29% report these being mental wellbeing related**.

- **27%** out of all reported absences (602 out of 2202 days) reported to Auntie are somehow **related to mental wellbeing and stress**. These are the absences that Auntie want's to help prevent.
 - With an average cost of 370€ for a single days absence (amount used in **Auntie ROI** calculator), 602 days amount to roughly **223 000€ in savings for employer**.

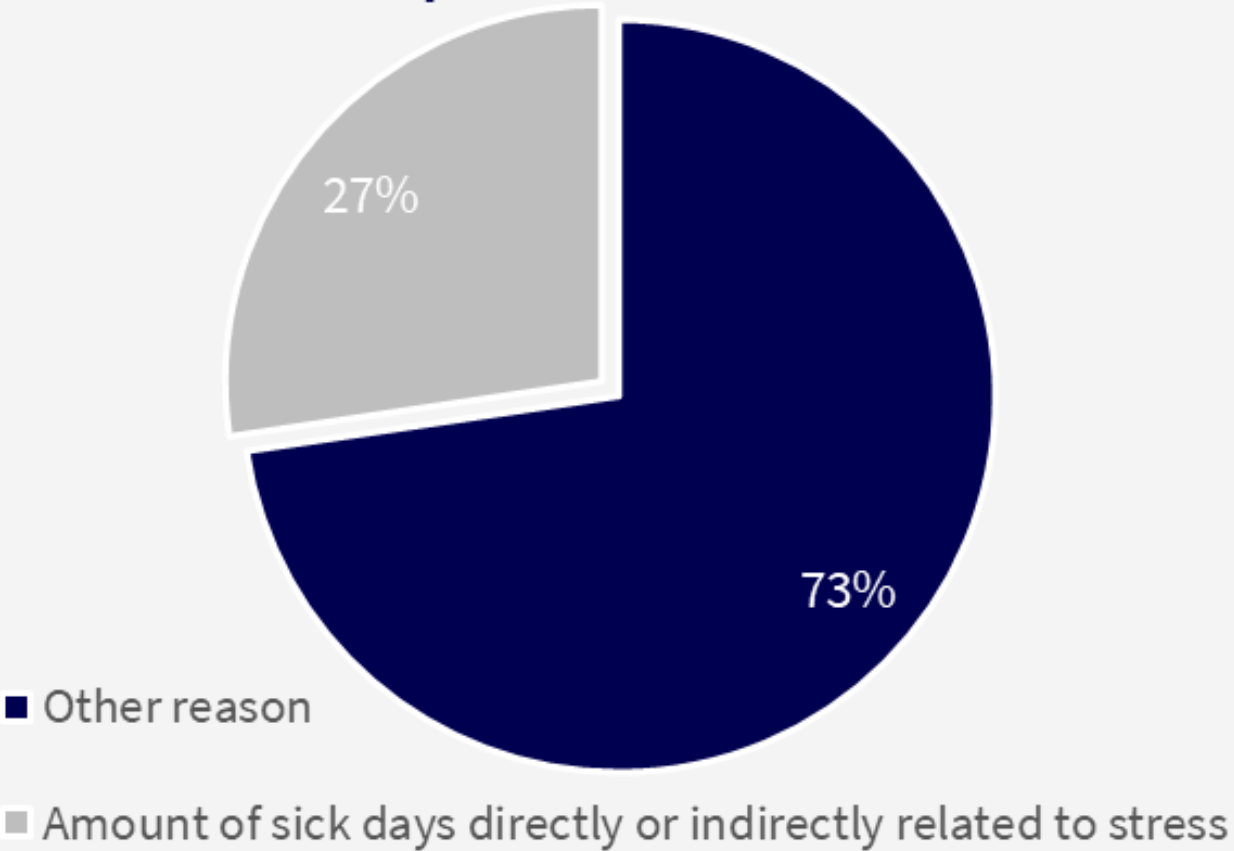
Amount of individuals reporting stress related sick leaves 6 months prior to Auntie package



Length of sick leaves reported to Auntie



From overall amount of sick leaves in days, the percentage of absences related to stress reported to Auntie

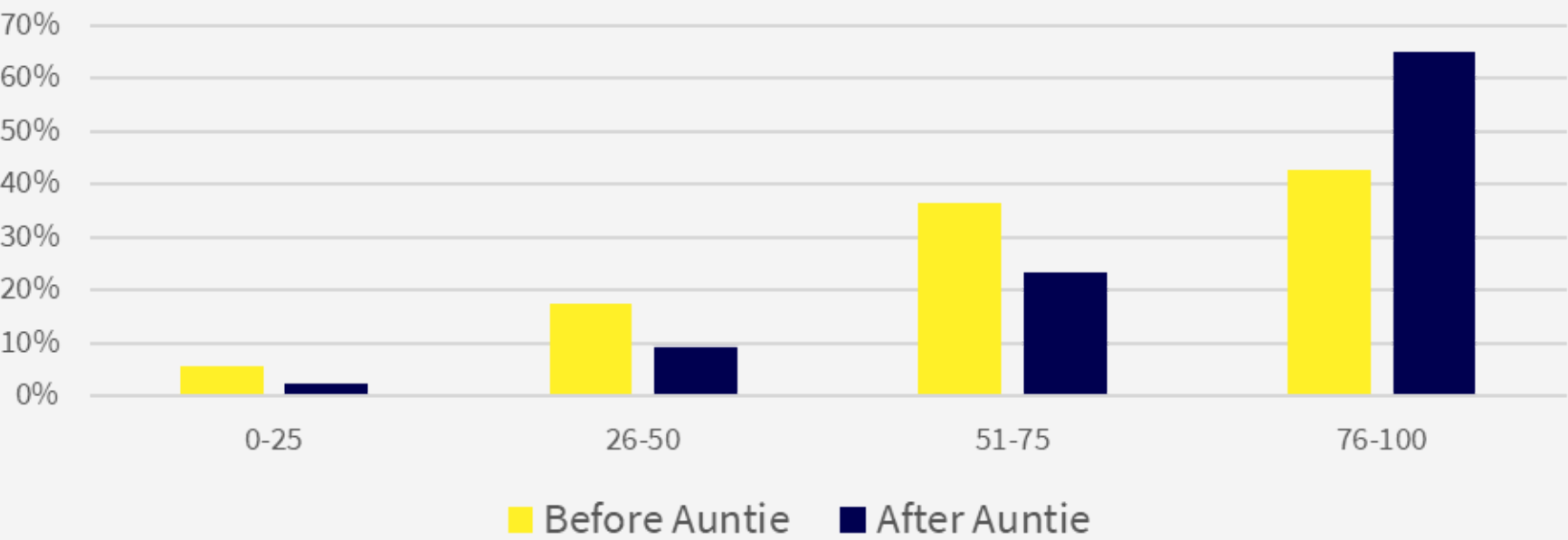


End user feedback

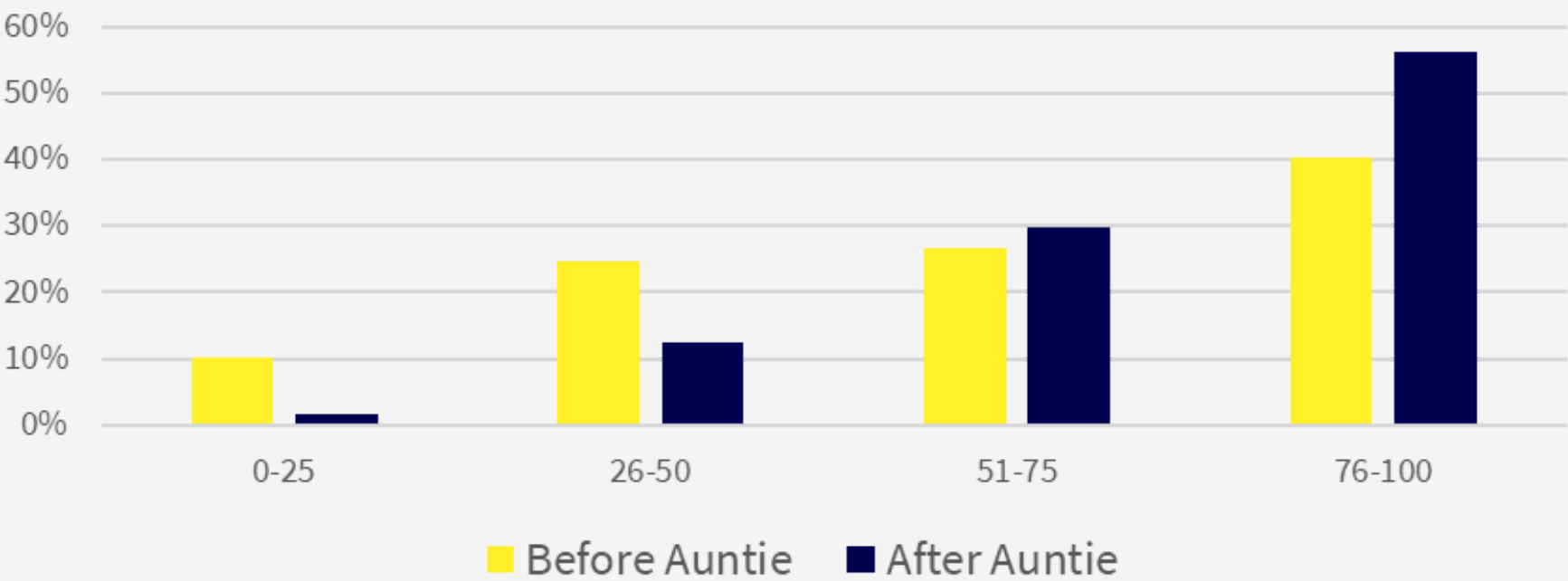
Answers from Auntie package end survey

- Significant changes in productivity and motivation have been achieved by using an Auntie package.

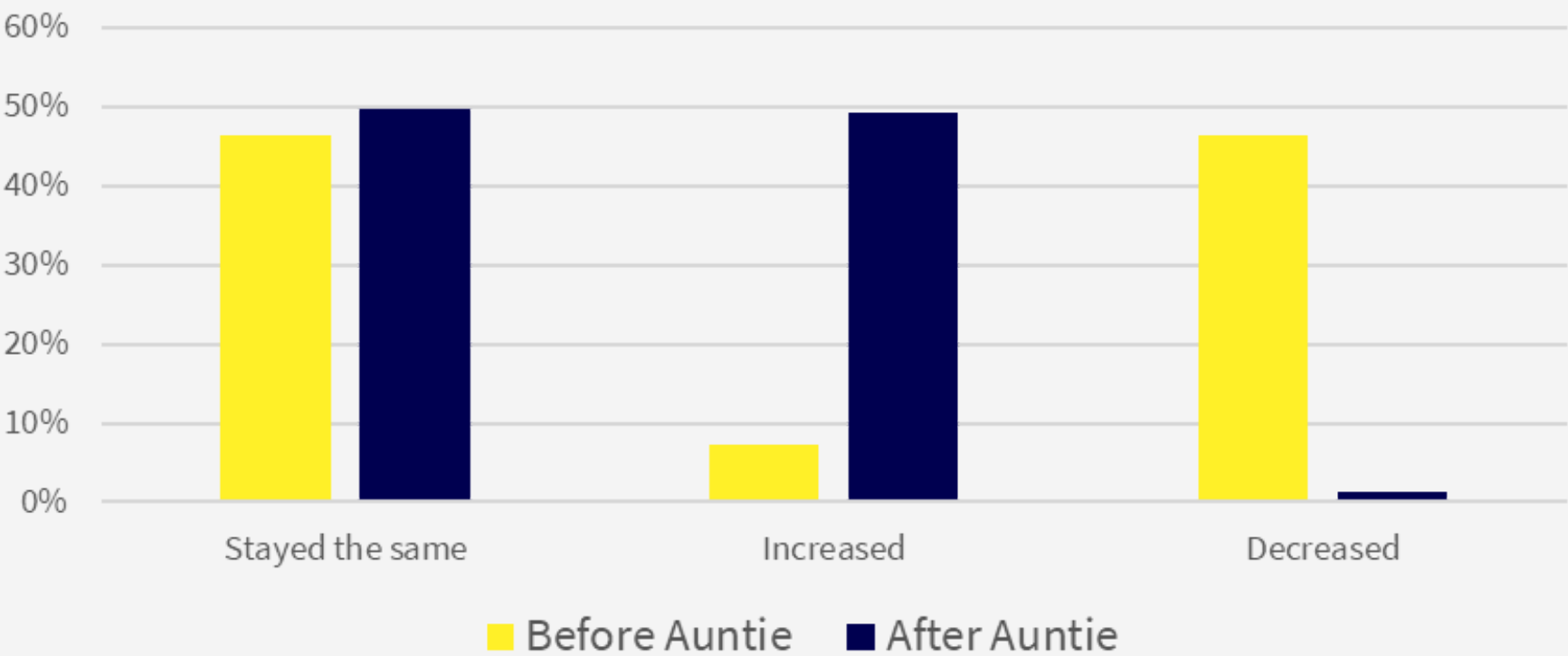
How productive do you feel
(on a scale of 0-100)?
(after package)



How motivated do you feel
(on a scale of 0-100)?
(after package)



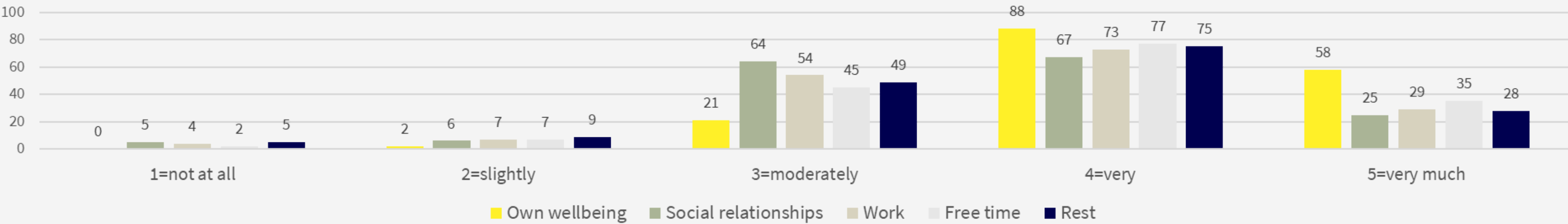
How has your productivity changed? (after package)



End user feedback

- Answers from Auntie package end survey
- Effect of an Auntie package are significant and holistic.

To what extent do you feel that the Auntie package had a positive effect on your life in the following areas?



How much do you agree or disagree with the following statements?

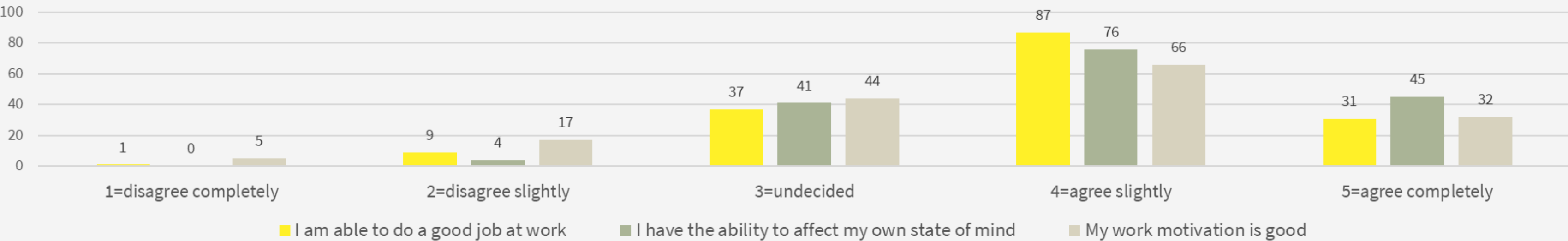
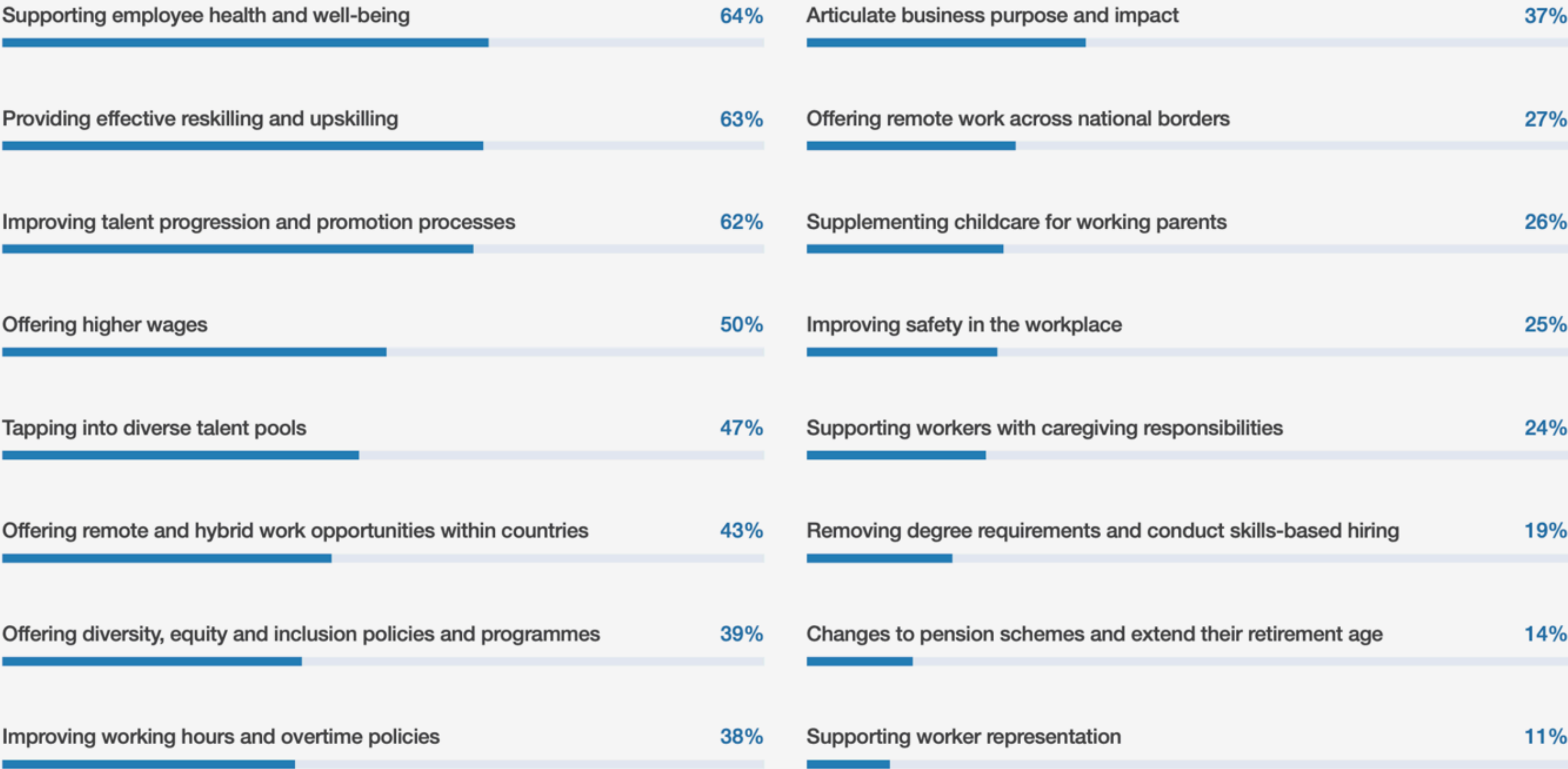


FIGURE 4.5

Business practices to increase talent availability, 2025-2030

Share of employers surveyed identifying the stated business practices as promising to increase talent availability.



Auntie

Healthy minds, brighter business