

Case Study



MERKLE

How Merkle keeps employees resilient amid a merger and rapid growth

Merkle has seen big changes: merging companies and becoming part of a global agency. To help their team stay **connected, productive, and happy**, they teamed up with Inuka Coaching.



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www.inukacoaching.com

The challenge

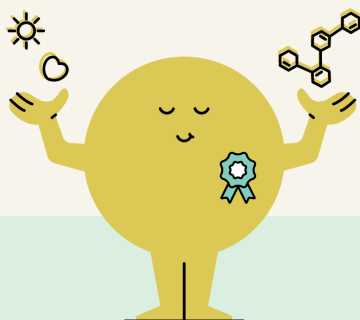
A merger and fast changes

Merkle is a digital marketing agency that works with world-class brands to create and carry out customer-focused business plans. In the Netherlands, Merkle has 280 employees in Amsterdam, Breda, and Rotterdam.

In the past years, Merkle has grown quickly, merged with other companies, and joined a global agency. **Management knows that this fast-paced environment can be challenging for the team.**

The solution

10 minute sessions for employees,
empathy training for managers



Merkle started with a pilot, offering Inuka's service to 100 employees. To begin, Inuka hosted a short, 10-minute awareness session online during the team's monthly meeting. Inuka also provided **Professional Empathy training to the management team** and senior levels of the Digital Marketing teams.

The results

Obtained in February – March 2020

Sign-up growth

Sign-up reached 35% of the pilot group within a month. It continues to increase as word-of-mouth spreads after the Professional Empathy training. Both managers and employees know how to access the service.

Reaching those in need

Most of Merkle's new Inuka users are in the 'at-risk' category. This shows that Inuka is a low-barrier tool, reaching those who can benefit the most.

Program Expansion

In April 2020, Merkle expanded Inuka to the entire Dutch organization.



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Achieving success: Key steps we took

- ✓ Simple **5-minute wellbeing scan with immediate digital booking for coaching sessions.**
- ✓ **Evidence-based approach** provides comfort and useful insights.
- ✓ **Encouraging participation**, especially among young, ambitious employees prone to burnout.
- ✓ Addressing the challenge of employees who feel **'too busy'** for prevention.
- ✓ Enjoyable partnership with Inuka to make mental support accessible. "The team aims to make a **real impact**, not just sell their product."
- ✓ Hired Inuka to deliver **Professional Empathy training** as an extra bonus.



"It is an easily accessible solution to refer employees to"

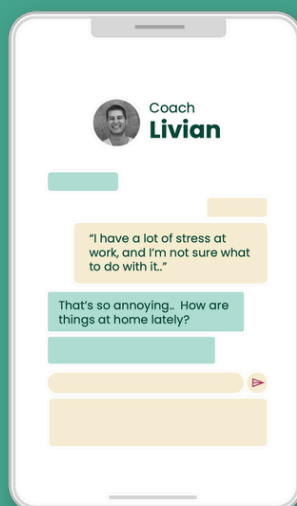
Sander Kammenga,
Merkle's HR

With Inuka, your employees can...

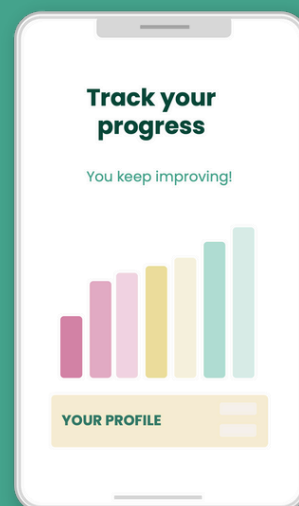
Find out how they are actually doing.



Talk to a coach to tackle their challenges.



Feel better within just 4 sessions.



Try us out
BOOK A DEMO



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