

Thai Bank Turns Health and Wellness into a Cultural Norm

How a leading Thai bank removed barriers to care and empowered managers to support employee wellbeing with holistic health solutions



About the client



Industry
Finance



Location
Thailand



Company size
5,000 employees



- Solutions
- Employee Assistance Programme (EAP)
 - Performance coaching and training



Breaking barriers to workplace wellness

A leading bank in Thailand sought to establish health and wellbeing as a core tenet of its workplace culture. However, the organisation faced key obstacles, such as:

- Limited access to mental health services for its workforce
- High stigma around seeking support in the workplace
- Low employee participation in workplace wellness activities

These challenges significantly impacted employee morale, leaving many disengaged and hindering the bank’s goal to create a healthier, more supportive work environment. Mental health assessments further highlighted the severity of the issue, revealing that **50% of employees were at risk** with no way to seek structured support.

90%

of registered managers completed training in mental health advocacy

26%

of employees adopted the Naluri App within the first 6 months

15x

higher utilisation of support than traditional EAPs

3 months

of onsite mental health clinic slots fully booked within days of opening prebookings



A multi-pronged approach to drive cultural change

To address these barriers, the bank partnered with Naluri to develop a comprehensive, multi-pronged strategy that laid the foundation for cultural transformation within the organisation. This initiative was rolled out in two phases:

Phase 1: Expanding access

The bank’s previous wellness programme was limited to **onsite consultations with restricted credits**, which reduced employee access to mental health support. Through Naluri, the bank introduced a more **inclusive, digitally-enabled** programme via the Naluri App, empowering employees to seek support anytime, in the way that suited them best.

Self-service resources

Employees gained access to a comprehensive library of self-help tools and health content, including a 24/7 textline and careline for immediate assistance.

Digital coaching

Recognising that not all employees readily seek help, on-demand coaching was offered to support employees’ overall wellbeing, including mental health, fitness, nutrition, and financial health.

Onsite mental health clinic

Naluri offered regular onsite consultations three weeks a month with a pre-booking system available, tackling stigma and logistical barriers to help employees seek support when needed.



A multi-pronged approach to drive cultural change

Phase 2: Tailoring support

Building on insights from Naluri's digital platform and collaborative feedback from the bank, the second phase focused on targeted initiatives to deliver lasting cultural impact:

Heatmap analysis

High-risk departments were identified through heatmap analysis, prompting leadership coaching initiatives to drive cultural change and enhance employee wellbeing.

Peer support network

People managers were trained as mental health advocates, gaining skills to foster empathy and provide support, which helps embed advocacy into their leadership.

Holistic wellness activities

Interactive activities like wellness challenges, health talks, and exercise workshops were introduced to encourage healthy living and ongoing participation in wellbeing initiatives.



Embedding wellbeing into everyday work life

Through its partnership with Naluri, the bank successfully reshaped employee mindsets and encouraged proactive self-care, fostering a culture of wellness and driving meaningful cultural and operational change. Key outcomes include:

Improved accessibility

Within days of opening prebookings, onsite mental health clinics were fully booked three months ahead, indicating a significant rise in employees proactively seeking support.

Higher employee engagement

The bank achieved a nearly 30% adoption rate for its wellbeing initiatives, which is 15 times higher than the typical 2% utilisation rate of EAPs.

Empowered managers

90% of people managers completed Naluri's mental health advocacy training, reporting increased confidence in supporting their teams.

Measurable progress

60% of employees saw improvement in their mental health assessment scores.

Integrating health and wellbeing into daily operations has improved employee engagement, belonging, and commitment. The leadership team is also driving broader initiatives, such as reducing sugar in office beverages, to support employee wellbeing further.



Sustaining momentum for long-term wellbeing

The bank remains committed to expanding its wellness initiatives with several key strategies in place:

- **Analysing medical claim data** with Naluri to identify strategies for reducing long-term healthcare costs through targeted wellness interventions
- **Rolling out Naluri's mental health advocacy training** to managers at all levels
- **Launching company-wide health challenges** to reduce chronic disease (CD) risks among employees

These forward-looking initiatives reflect the bank's dedication to fostering a healthier, more engaged workforce while continuously enhancing their wellbeing programmes.

“ By blending accessibility with empathy training, we turned wellness from a perk into a core cultural pillar. ”



Kenneth Koh

Naluri Chief Operating Officer



Looking to transform workplace culture for your organisation?

Naluri helps organisations reduce healthcare costs and improve employee performance with targeted wellness solutions. See how you can achieve similar results with us.

Learn more about Naluri's Employee Assistance Programme