

Success story

Our customer

Process Automation International Ltd. (PAL) has 45 years of experience in the design, manufacturing and installation of high quality electroplating and environmental protection equipment. With more than 2500 people across Hong Kong S.A.R and China, PAL continually invests in the training and development of their people at all levels of their organisation. PAL believes that to exceed in customer services and expectations, innovation, and staying in the forefront of the industries they serve, all starts with investment in their people.

Opportunity

PAL proactively looked to Neurum in building long-term skills and understanding of mind and lifestyle wellness palatable to a majority Chinese population, scaleable, and integrated with their people's existing workflow and life.

The Impact

The PAL community appreciated:

- Holistic and wide range of topics
- On-demand assessments and insights
- Right level of personalisation
- User experience incl. comfortability consuming content in their native language
- Proactive nudges



Trust is key. We don't need to know everything, what is most important is that we know we can be supportive in a way that is appropriate to our role, and what we offer is really making a positive difference for our workforce.

Ada Yung
Deputy General Manager
Hong Kong, Shenzhen

At the beginning I didn't know much about mental health... now I find myself using [the] skills and knowledge I learned at work and even outside of work...It is [a] really good investment to yourself. Hopefully one day I can give the Neurum app to my family also!

Peter Liu*
Senior Engineer
Hong Kong

Results

10x

growth in participation
1 month after initial pilot roll-out

11x

superior retention compared to
median industry rates at 3.3% attrition
at D30

32.7%

overall behavioural health score
improvements within 1 month of usage