

Wag!

CASE STUDY



ginger

At a glance

Industry
Services &
Technology, Pet
services

Employee count
100

Headquarters
Mountain View, CA

Key challenge
Provide immediate
emotional support
for employees that
handle difficult
situations both at
work and in their
personal lives.

By the numbers

40%
Signup rate

54 Seconds
Average time to
coach response

66%
show improvement
in their anxiety
symptoms

4.5 ★
Average
satisfaction rating

Emotional support in times of *uncertainty*

Wag! gives pet owners more flexibility to manage everyday life by providing on-demand dog walking services. Serving 4,600+ cities across 50 states, and millions of pet parents across the country, Wag! recognizes the diversity of challenges people face.

The company's core value of "digging deeper beneath the surface to unearth the best solutions" extends to everything they do, including finding the best emotional support for their employees.



The Challenge

Wag! prides itself on being an advocate and supporter of mental healthcare for all, so the leadership team wanted to ensure their employees had easy-to-access, quality care. Meanwhile, Wag! employees were increasingly interested in utilizing their mental healthcare benefits, and Wag! saw a need for additional benefits beyond their EAP. Wag! approached Ginger to offer their employees on-demand support.

Why Ginger

Wag! wanted to provide emotional support not only to their customer experience team, but to all their employees who may be dealing with difficult work situations, career transitions, relationship issues, financial stress, or family responsibilities. Wag! also wanted a mental health solution that could lift a burden off their managers who were not equipped to support the emotional needs of their employees alone.

Wag! chose Ginger for its ability to support the diverse mental health challenges of everyone, within seconds.

Through the Ginger app, members can text with a coach immediately, 24/7, 365 days a year. If they need more support, Ginger therapists and psychiatrists are available within hours for video visits.

The Results

Over the past year using Ginger, Wag! saw over 40% of employees engage with Ginger. Their wait times for mental health services went from weeks to an average of 54 seconds to text with a coach, and fewer than 24 hours until the first available therapy video visit.

Employees used Ginger during periods of national social unrest, shifts to remote work, as well as through company transitions. Through it all, Wag! valued having Ginger by its side to provide stability and support to their entire workforce.

Employees thanked their HR team for the Ginger benefit, and they report feeling better, too. They rate their coaches and clinicians 4.5 stars out of 5 on average, and of those surveyed, 66% show improvement in their anxiety.

Wag! views their investment in employee mental health as a meaningful investment in their employees overall — in their productivity, their engagement, and their well-being. Wag! believes that you cannot be your best self at work or anywhere else when you're facing mental health challenges. True to the company values, you can only "run as a pack" when the pack is in good health.



“Ginger has been a consistent source of support for our employees and our business through times of change and uncertainty. Wag! is proud to offer support for mental health and well-being to assist our employees through different life stresses and challenges. Employees thrive personally and professionally with Ginger by their side.”

Lindsey Canfield
People Ops Manager, Wag!

Ready when *you* are

Give everyone a shot at their best through Ginger, the world's most advanced mental health system. With care that's data-driven and powered by AI, every Ginger member has access to high-quality mental health support coordinated across our experienced staff of coaches, therapists, and psychiatrists.

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To learn more, email theteam@ginger.io or visit us at ginger.io