



Success Story

STARBUCKS Mexico

**How Starbucks boosted employee assistance program usage
7× in under 10 months after partnering with TELUS Health
LATAM**



Key results in just 10 months

- **15% utilization rate**
- **13400** employees covered nationwide
- **842** stores impacted
- **75** regional leaders engaged in promotion
- Program integration into onboarding processes
- Launch of the new corporate wellbeing umbrella:
“StarBien”



Client Objective

Before partnering with TELUS Health, Starbucks Mexico identified an opportunity to strengthen its **Employee Assistance Program (EAP)** with a more comprehensive and agile solution, better aligned with the evolving needs of its Human Resources team and partners.

The company wanted to take a more proactive approach to initiatives addressing the issues that mattered most to its people, with mental, physical and financial wellbeing as key pillars in supporting the individual needs of its partners and their families.

Recognizing the growing mental health challenges both globally and in Mexico, Starbucks took a proactive approach. The organization sought to strengthen support for its internal community and their families by providing preventive tools and resources designed to create a positive and sustainable impact on their overall wellbeing.

Our value proposition

A shared assessment

As partners in Employee Assistance Programs and comprehensive well-being, our approach goes beyond professional support: **we work alongside HR teams to ensure benefits are accessible, understood, and utilized.**

Working closely with Starbucks, our account management and internal communications team provided tailored guidance and strategic support through biweekly meetings.

Together, we focused on:

- **Clearly defining client expectations**
- **Identifying the most effective internal communication channels**
- **Ensuring tone and message aligned with organizational culture**
- **Addressing different needs based on role and region**

Co-creation of the program



Alongside Starbucks, we created **a refreshed identity that unified wellbeing benefits for partners** in a clear and approachable way, elevating the EAP as part of the broader value proposition.

This was supported by a cultural activation plan designed to embed holistic wellbeing into the partner experience and organizational culture, positioning the EAP as part of a broader value proposition.

Bringing EAP visibility to the front lines

As part of the communication strategy, we developed materials that regional leaders could use to reach partners across the organization:

- Physical kit for stores, including posters, magnets, and postcards with clear service information
- Distribution at the annual convention to 75 regional leaders, who cascaded them across their stores (10–14 each)
- Integration of the EAP into onboarding videos for new hires

From goals to results

Dimension	HR objective	Before	»»	After (With our support)
EAP Utilization rate	Increase effective use of the benefit	2-3% annually	»»	15% in 10 months
Coverage	Expand coverage to all wellbeing areas	Emotional support only	»»	Comprehensive: emotional, legal, financial, nutritional, leadership and veterinary support
Response time	Reduce delays to improve employee experience	Frequent complaints about delays	»»	Agile, multichannel support
Cultural integration	Reposition the program as part of the employee value proposition	Minimal integration	»»	Customized communication strategy, StarBien , onboarding, engagement of regional leaders

How did partners benefit?

Starbucks Mexico partners gained access to enhanced EAP services, including:

- **Broader service coverage:** In addition to psychological support, partners now have access to nutritional, financial, legal and veterinary guidance, as well as support for leaders.
- **Unlimited consultations:** Users can contact the program without restrictions, 24/7.
- **Follow-up support:** Users can receive follow-up sessions with a specialist, helping ensure that support extends beyond the initial consultation.
- **More ways to access support:** Partners can now receive assistance by phone, virtually or in person, close to their home or workplace.
- **Interactive experiences:** Through our A+B space, partners have access to talks and workshops that complement the service throughout the workweek.
- **More contact channels:** Access expanded from telephone-only support to include WhatsApp and web-based channels.
- **Support for families:** Family members living in the partner's household can access the same benefits at no additional cost.

What can your company learn from this case?

If your HR team is facing challenges such as:

- Underuse of key benefits
- Barriers to workforce reach
- Low awareness or weak perception of services
- High turnover, shifting schedules, dispersed teams

Supporting HR with a consistent strategy for activation, communication and ongoing follow-up is key to the success of any wellbeing program.

