

Case Study and Report



**Case Study : HR Decision Makers (HRDMs) – Future of Workplace
Well-being Programs**

Objective

- To assess HR leaders' strategies around employee engagement, retention, and well-being.
- To evaluate market potential for a new mental health and wellness platform.



1000 HR Directors/CHROs across North America and Europe.

- Online survey on current HR policies, wellness budgets, and technology adoption.
- Comparative analysis of SMB vs large enterprise priorities.

Approach

- Respondent verification through HR associations & corporate LinkedIn profiles.
- Screening: only respondents with >500 employees under management.
- 12% interviews re-validated for consistency.
- Open-text responses reviewed by two coders

Quality Control

- HRDMs cited mental health & hybrid work challenges as top concerns.
- 61% planned to increase budget allocation for employee well-being in 2025.
- SMBs demanded cost-effective solutions, while enterprises prioritized scalability.
- Client repositioned offering as a modular wellness platform adaptable to company size.

Outcome

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