

Sephora

CASE STUDY



ginger

Emotional Support for the Whole Team, from Anywhere

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The Benefits team at Sephora provides programs to a diverse population of employees across their corporate and retail teams, which number in the thousands. “We believe that the workplace should always feel like a safe place to express yourself and we look for benefits that are inclusive of everyone,” says Veronica McCoy, Senior Benefits Manager at Sephora. In the past year, they found that a majority of their people were dealing with stress and relationship issues—including an alarming increase in domestic violence reports. While they offer an Employee Assistance Program (EAP), utilization was just 2% and employees faced wait long periods to get help. Sephora’s Benefits team made it their mission to find a better way to get employees immediate care.



The Impact at Sephora

“With Ginger, a Sephora employee can discreetly text with their coach anytime, from anywhere—whether they’re in the back room of one of our stores, on the bus, at home or from their desk at work,” says Veronica McCoy. Sephora’s retail team members are constantly on-the-go, so they needed a convenient way to access support between shifts, like Ginger’s on-demand, chat-based coaching. When Sephora launched coaching in February to their corporate office and a few select stores sign-ups were double that of their EAP. By Sephora’s Annual Conference in Las Vegas, when they launched Ginger to over 9,000 full-time employees across the US, sign-ups quickly jumped to 7%—a number that continues to grow.



At a glance

Industry
Beauty retailer

Employee Count
20,000

Headquarters
San Francisco, CA

U.S. Retail Stores
700+

Key challenge
Offering inclusive and accessible care



By the numbers

20,000
Covered lives

7%
Sign ups

66%
Engagement

4.6 ★
Average satisfaction rating



“The value of Ginger is straightforward: happy people make happy employees.”

Veronica McCoy, Sephora Senior Benefits Manager

Ready when you are

Give everyone a shot at their best through Ginger, the world's most advanced behavioral health system. With care that's data-driven and powered by AI, every Ginger member has access to high-quality care that's 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