The HR Buyer's Guide to EAP (2025)

How to select, implement, and measure an EAP that people actually use

Executive Summary

Employee Assistance Programs (EAPs) are critical for workplace wellbeing, but many organizations struggle with low uptake and unclear ROI. This guide provides practical frameworks for selecting, implementing, and measuring EAP success.

Key Selection Criteria

â¢ Global coverage with local cultural competency
â¢ Multiple access channels (phone, text, video, in-person)
â¢ Real-time usage analytics and outcome reporting
â¢ Integration with existing HR systems
â¢ Transparent pricing with no hidden costs

Implementation Best Practices

1. Leadership buy-in and visible support
2. Multi-channel communication strategy
3. Manager training on referral processes
4. Regular pulse surveys to track awareness
5. Integration with onboarding processes

Success Metrics

â¢ Utilization rates (target: 8-12% annually)
â¢ Time to first appointment (target: <48 hours)
â¢ Employee satisfaction scores
â¢ Reduction in absence rates
â¢ Manager confidence in supporting team wellbeing

For more information, contact KindShift at hello@kindshift.support