



**There's no room for emotion
in the automotive industry,
is there?**



BEN think differently.

THE STORY

As charities go, BEN is pretty unique. They've been looking after automotive people since 1905, providing care, support and advice to those working in the Motor and Allied Trades. This might seem niche. But when dozens of psychological studies chart a male reluctance to seek help, and around 85% of this workforce comprises men – BEN offers a vital resource for those in times of need.

With four care homes, a day centre and a welfare advice facility, BEN nearly had the whole package. But some final barriers needed breaking down. They asked Neo to help create an online programme that allowed both men and women to seek support within their comfort zone. And something that ultimately reduced employee absence, making for a happier, healthier workforce.





BEN Help is designed to be a friendly place that you can take your worries and problems, either to find direct answers or to work out the solutions for yourself.

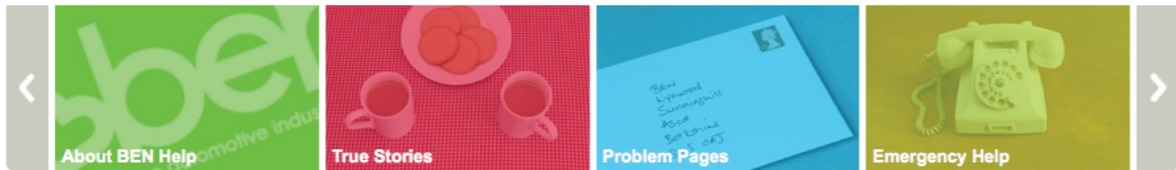
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"Whether it's practical, emotional or financial support that you need, we are here to help in whatever way we can. It only takes a moment to register."
From The BEN Help Team



about BEN Help <p>BEN Help is designed to be a friendly place that you can take your worries and problems, either to find direct answers or to work out the solutions for yourself.</p> <p>We hope that you will find engaging and sometimes surprising. Please free</p>	How BEN can help you <ul style="list-style-type: none">> If you have difficulty using the internet or don't have access to email, please call us on 01344 876770 9am – 5 pm Monday to Friday> Quality information and advice in bitesized chunks> Grants and support for when life gets	Some of our featured services <ul style="list-style-type: none">> Get Organised with My Stuff- Register to have your own area where you can save documents.> Chill Out with our hypnotherapy and relaxation downloads> Get bespoke advice. Register to talk to us and get one to one advice and
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THE SOLUTION

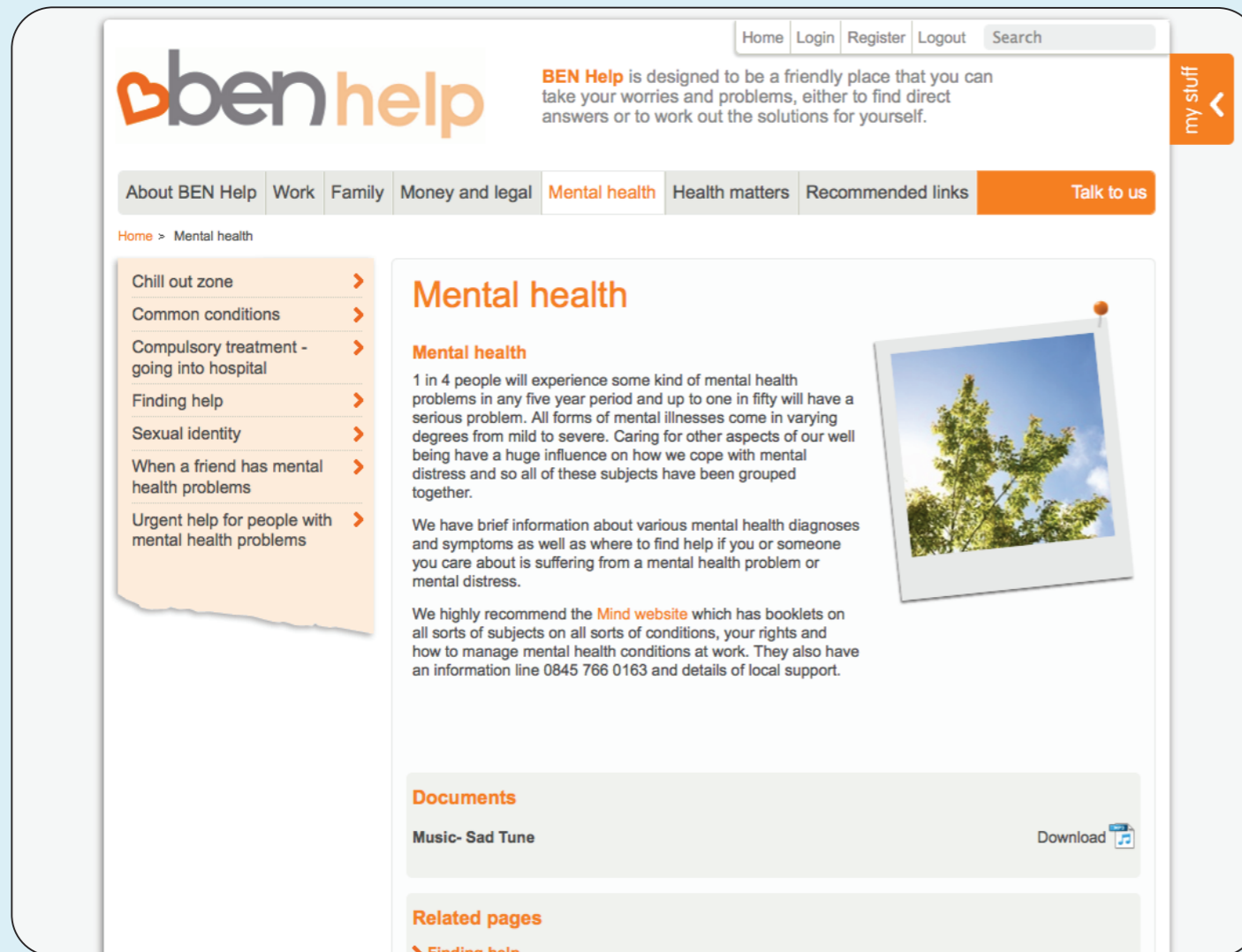
Like BEN, we wanted the website to be a friendly, accessible place where anyone in the industry could take their worries or problems. So we ran some user experience workshops and focus groups to get a feel for what was needed.

With the results in mind, we designed and built a brand new site - BEN Help, full of stacks of welfare information from the BEN staff, along with a chat room for one-to-one support. Then we added an open source CMS to keep everything technologically savvy and up-to-date.

Whilst the motor industry tends to conjure up masculine, gritty images, we wanted to avoid this cliché. So we chose bright, vibrant colours and contemporary, relaxed photography to help capture the BEN brand.

▶ [View the website](#)

1000 hits before rollout...



THE IMPACT

BEN now boasts a secure, user-focused site that lets automotive staff seek help from the comfort of their own home. Employees have online access to a wealth of vital information – from how to deal with depression to grants application advice. And employers can finally offer a viable support service for their staff. BEN Help is still in its pilot stage before being rolled out across large automotive companies like Citroen. But having received thousands of hits in its first few months alone, we think the service shows huge potential.

