

Activated 189 brand new employee benefit selections



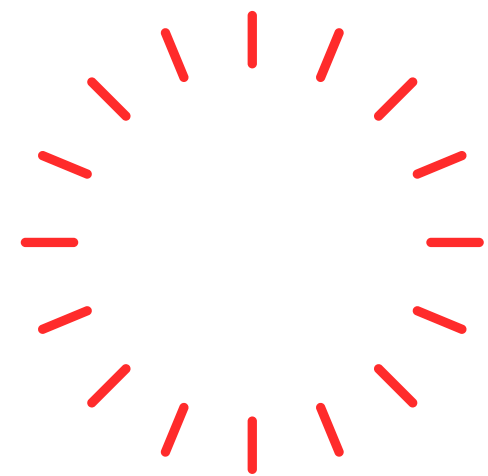
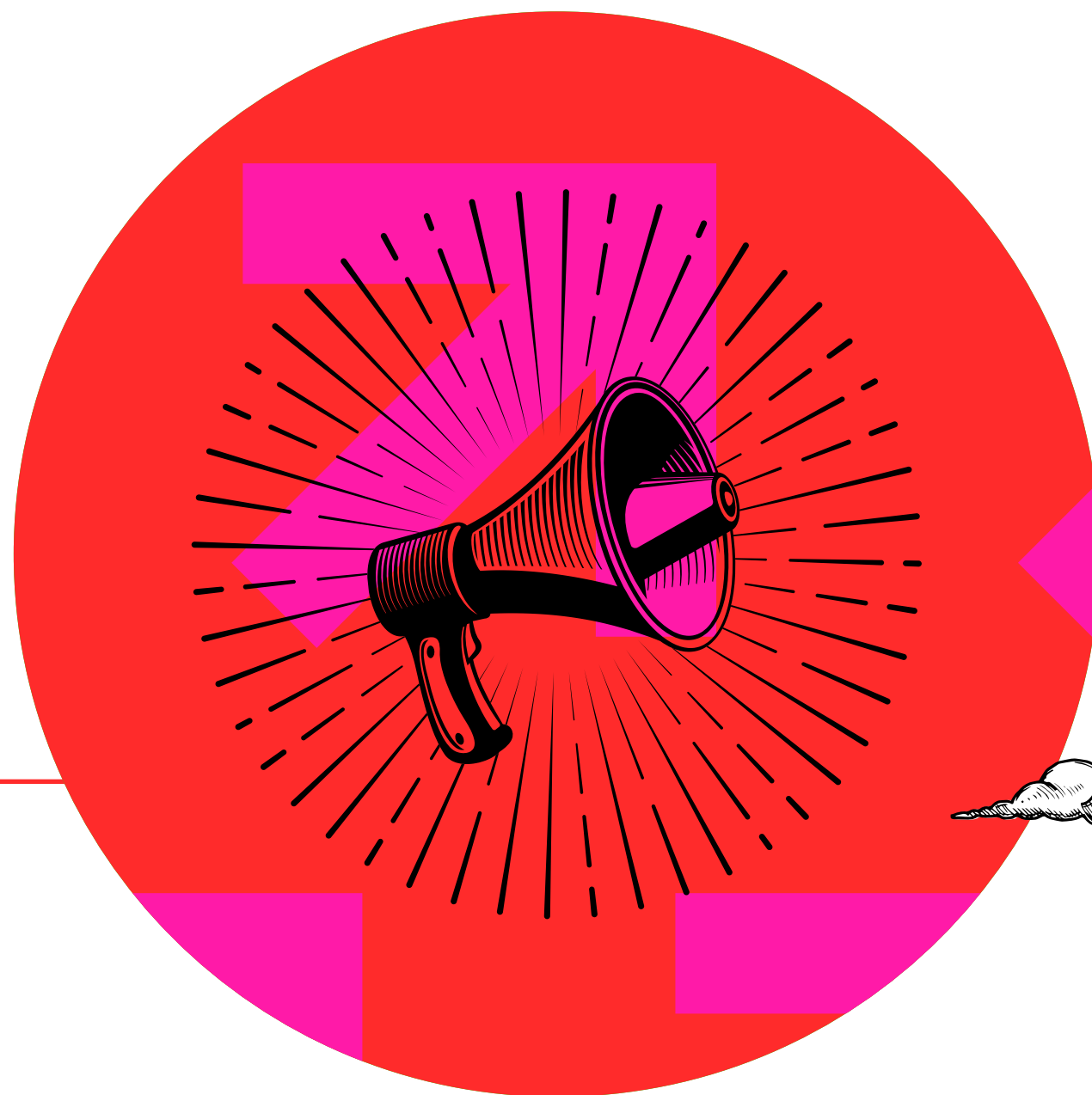


Aspen

Established: 2002

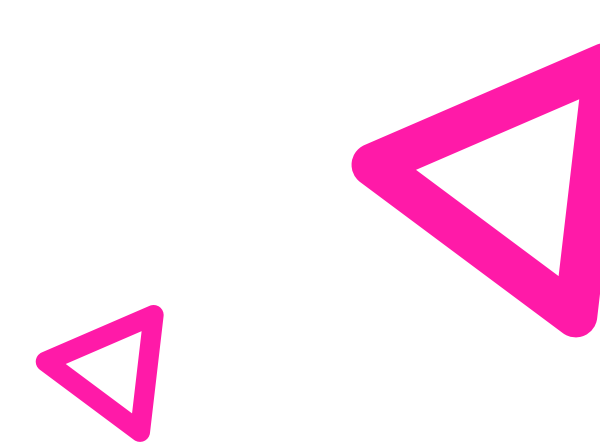
Industry: Insurance

No. of employees: 1000 +

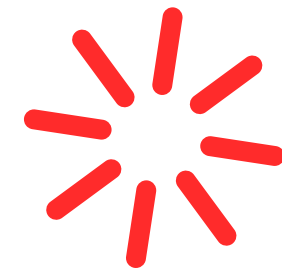


The challenge

- Traditional benefits scheme in place, which was largely insurance based and offered little flexibility.
- No new money available to spend on benefits.
- No financial wellness support available to employees to guide them in making benefits decisions.



The solution

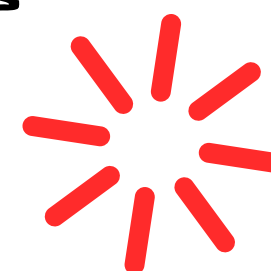
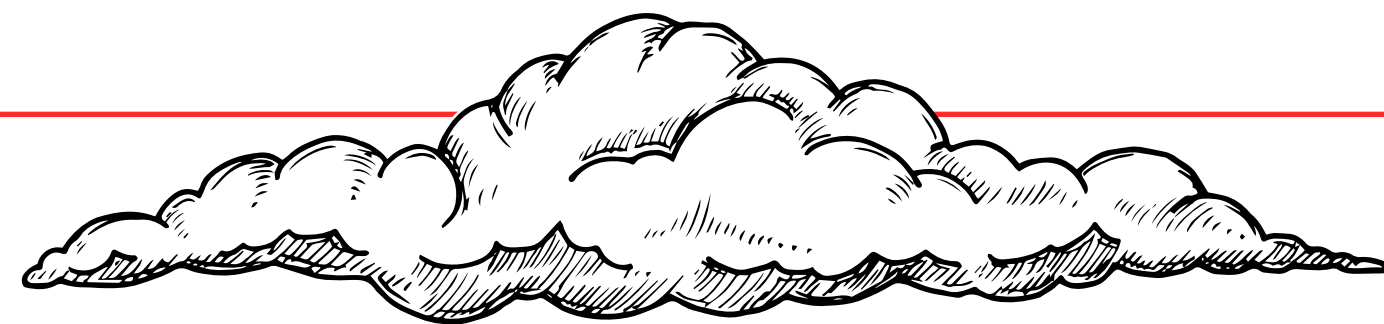
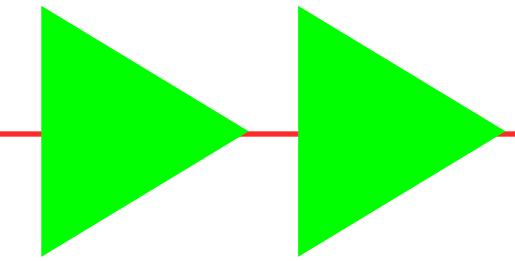
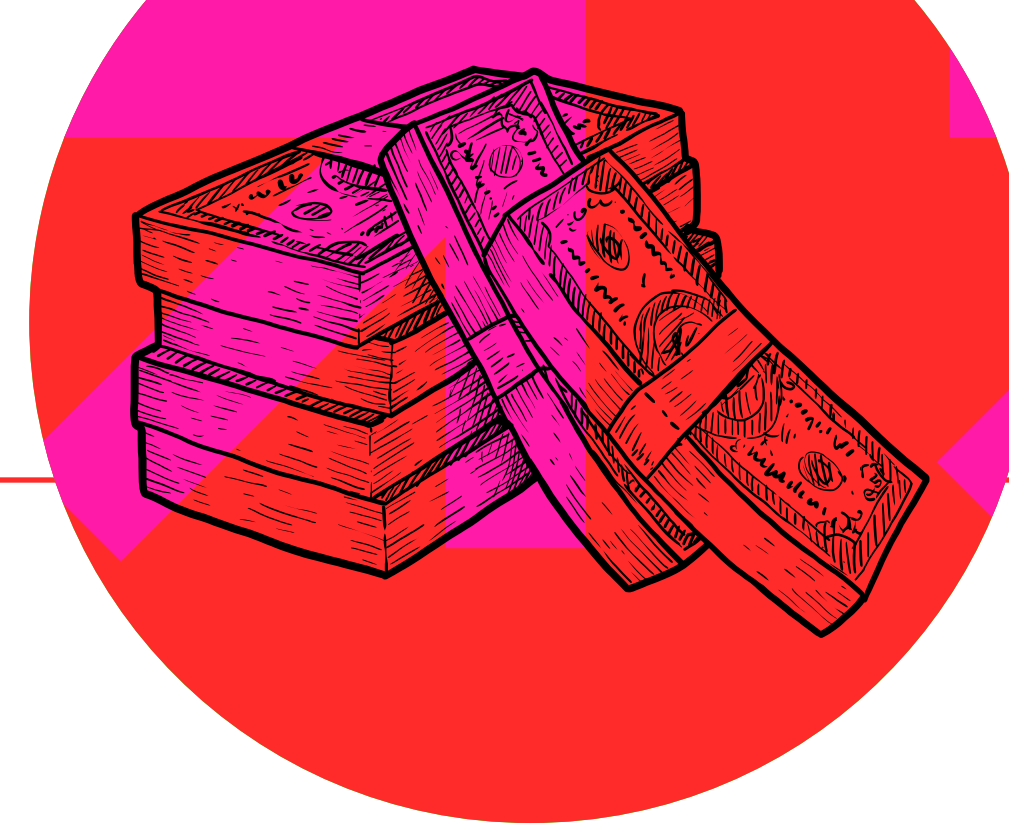


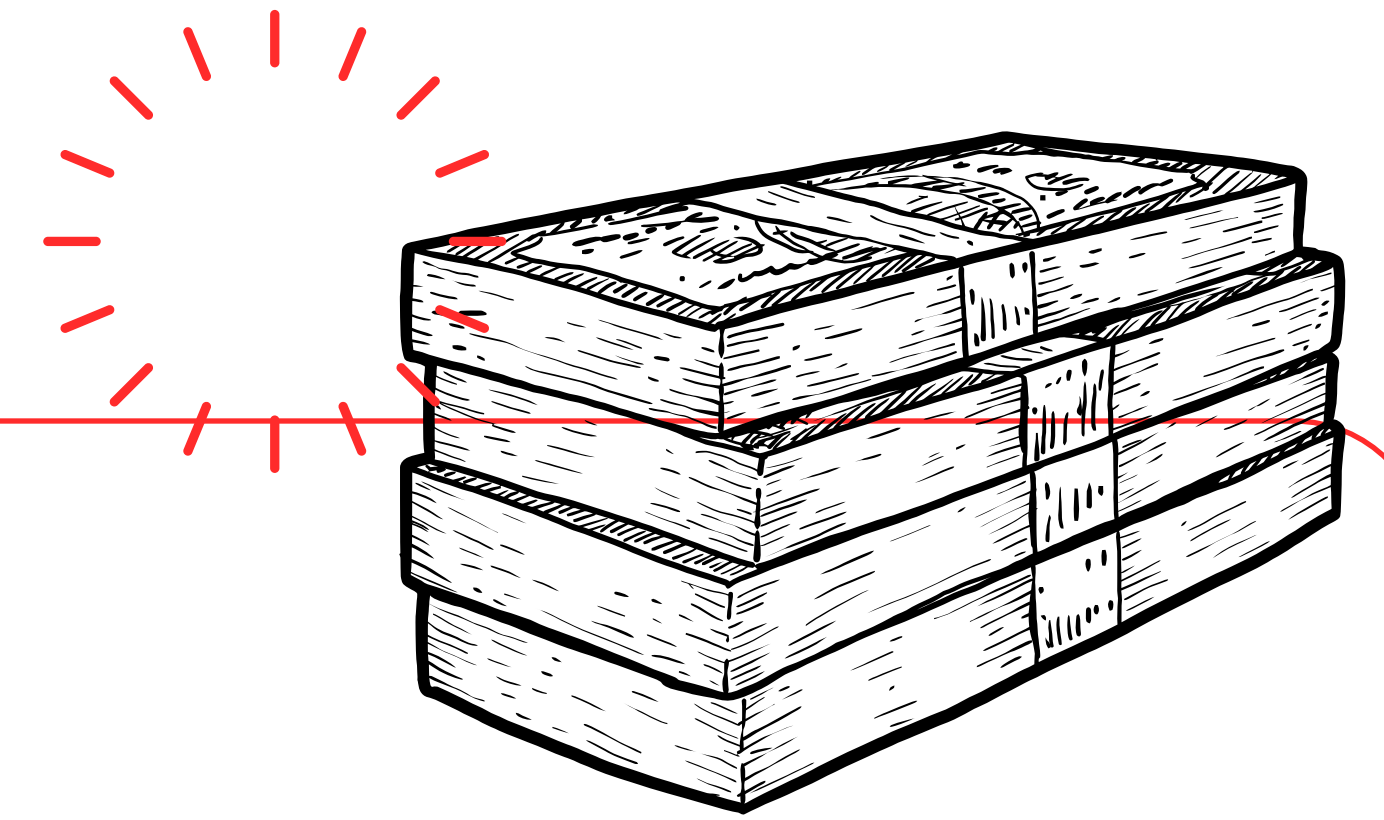
- Implemented comprehensive financial education support two months ahead of flex window.
- Reinvigorated benefits structure by introducing health and wellbeing pot and eight new benefits at no extra cost.

- Employees empowered through financial education to spend wellness pot in the way that suits them.

Examples include:

- Investing pension
- ISA
- ShareSave scheme
- Paying off debt





The results

89%

Of employees engaged during flex window - an 11% increase

x2

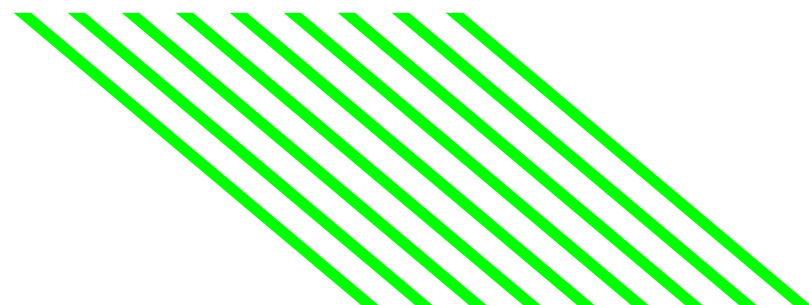
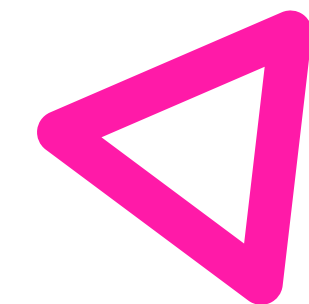
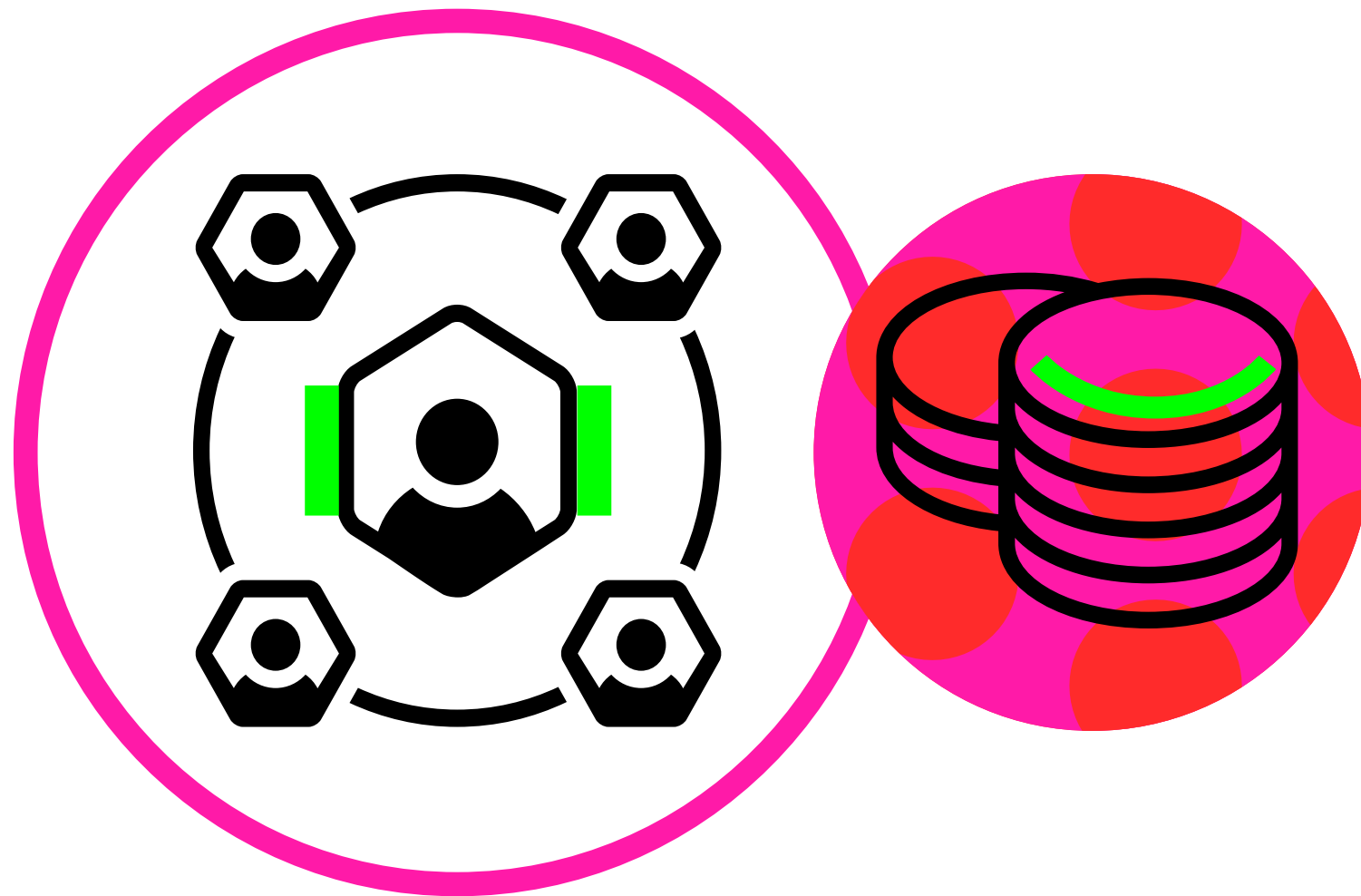
The number of employees choosing to receive their personalized nudges via SMS or WhatsApp doubled the norm

11%

Of employees increased their pension contributions

819

New benefits selections made as employees empowered to use wellness pot





"We undertook a full review of our employee benefit offering and realised that we could do more to support the financial wellbeing of our people. We decided to introduce comprehensive financial education support with nudge, ahead of our annual flex window to help guide our people not only in better managing their money, but also in making benefit selections that fitted their lifestyle and priorities."

Antonia Bello

International Benefits Partner, Aspen

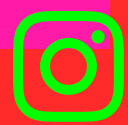
nudge

Say hello

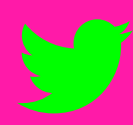
If you would like to find out more about using nudge to help your people take control of their money and their lives in your organization, please email us at hello@nudge-global.com or visit nudge-global.com.



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