

**Inspiring 88%  
of employees to  
utilize employee  
benefit  
allowance**





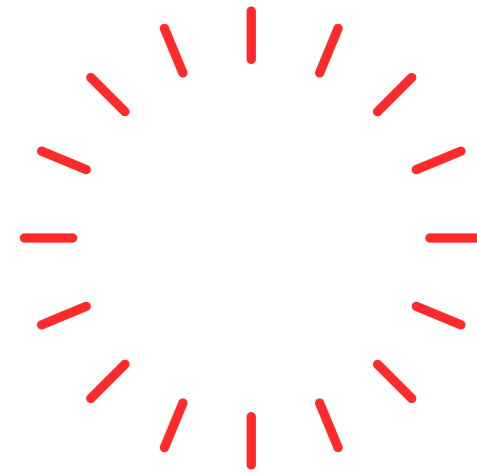
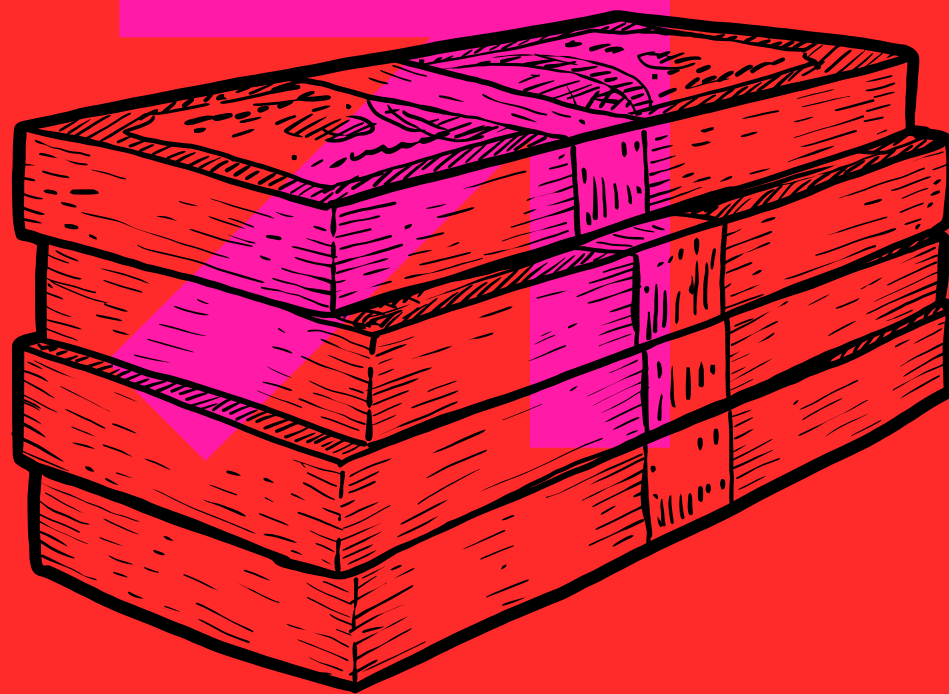


## Samsung

**Established:** 1969

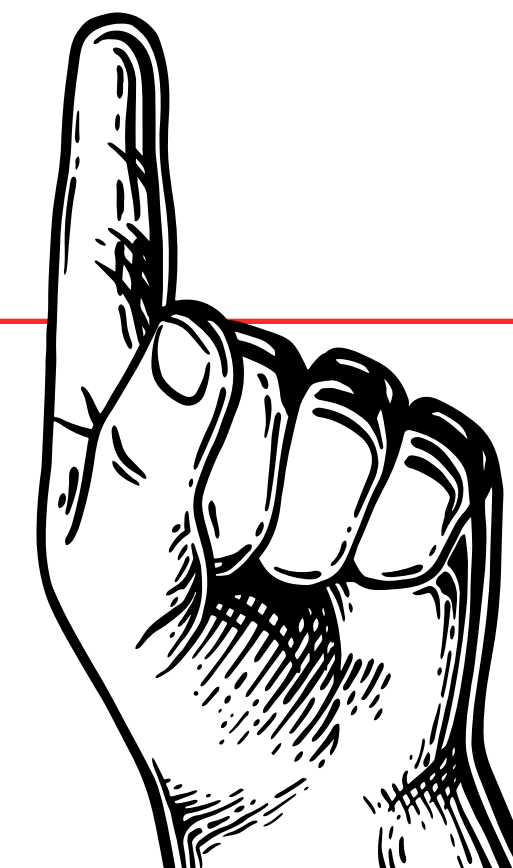
**Industry:** Technology

**No. of employees:** 10,000 +

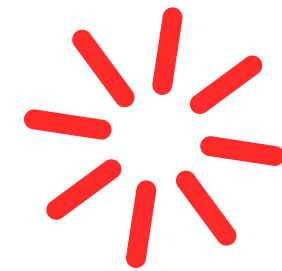


## The challenge

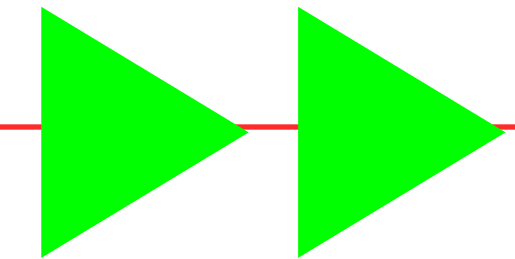
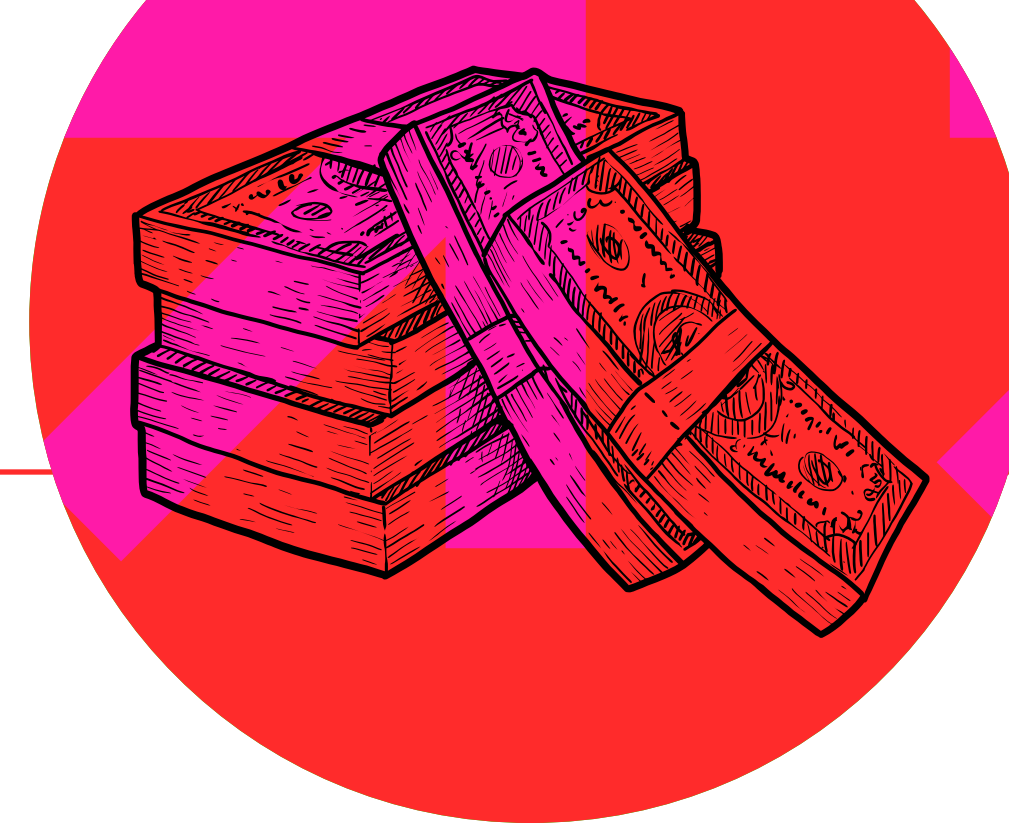
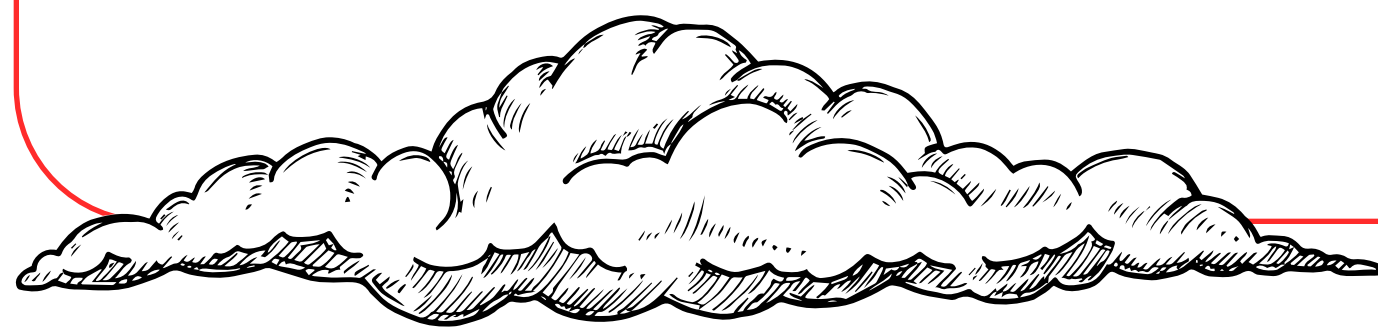
- Despite Samsung having an award-winning reward strategy, it was missing a financial wellness element.
- There was no mechanism for communicating benefits at life events and key trigger points when employees would be most receptive.
- Employee feedback highlighted that people wanted support to make active decisions about their finances.



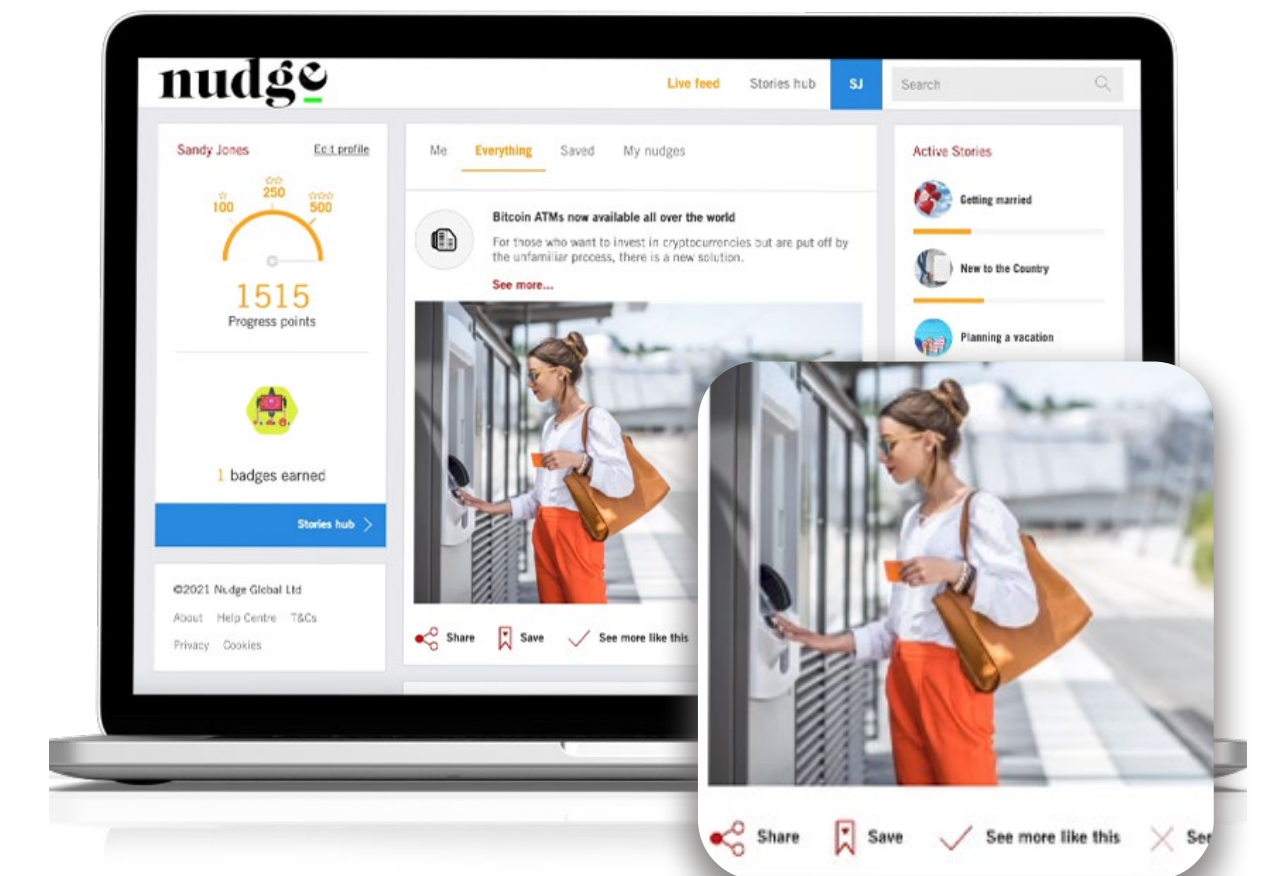
# The solution

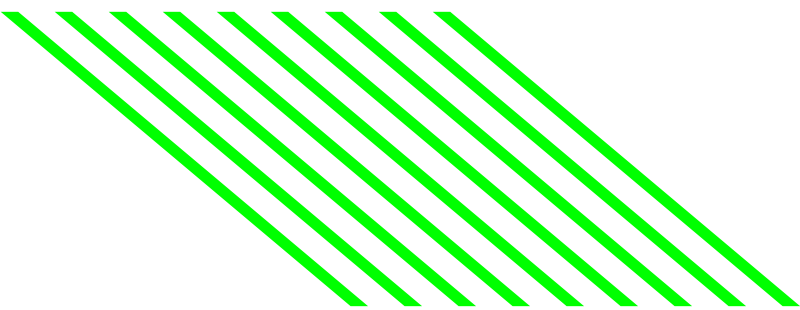


- Embedded personalized financial education with flex scheme 'highlights'.
- nudge sits at the center of benefits hub promoting relevant benefits in line with employees' life events.

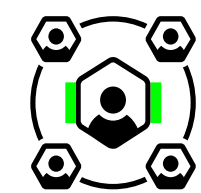


- Annual calendar of benefits communication implemented in line with key strategic themes.
- nudgenomics insight used to track impact of campaigns and make data-driven decisions key strategic themes.

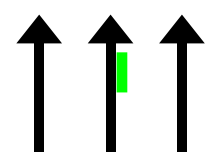




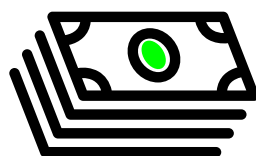
# The results



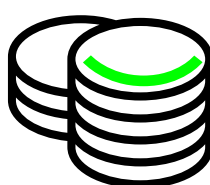
**94%**  
Annual flex window engagement



**88%**  
Of employees make use of all benefit allowance

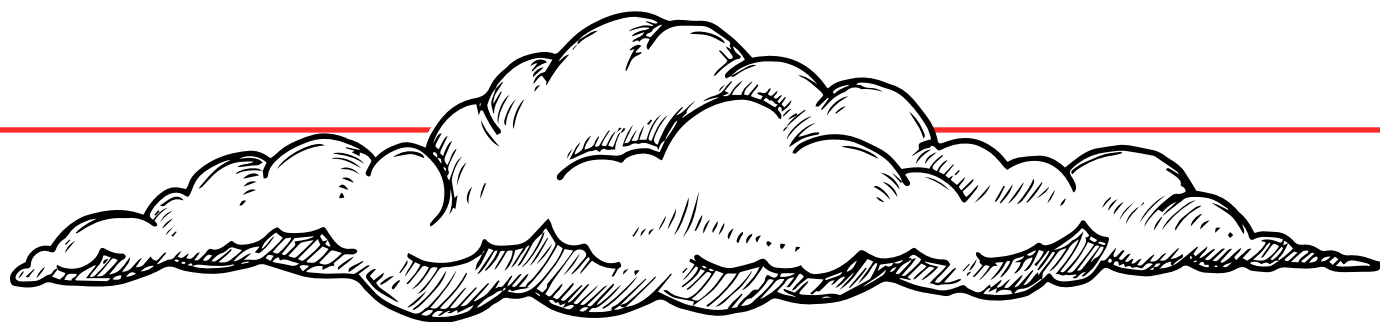
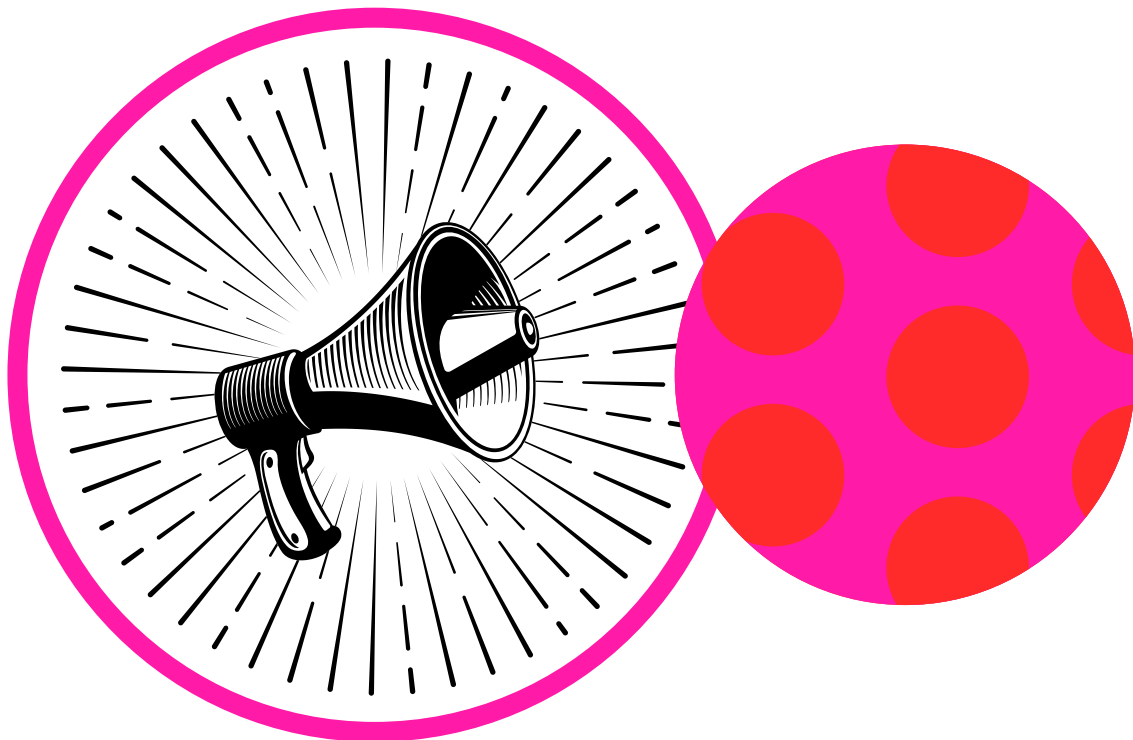


**50%**  
Of employees make double digit pension contributions

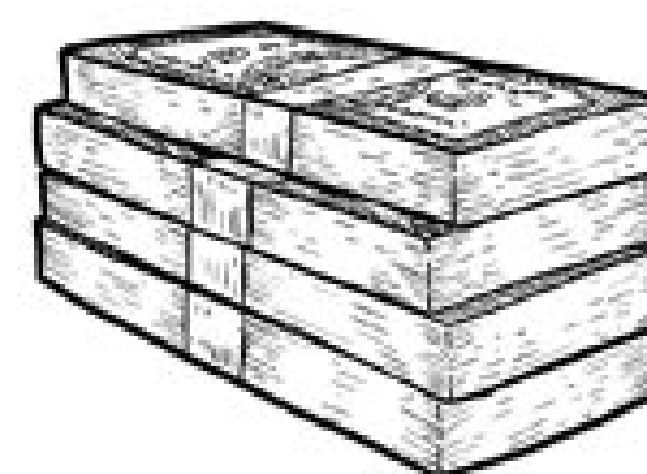
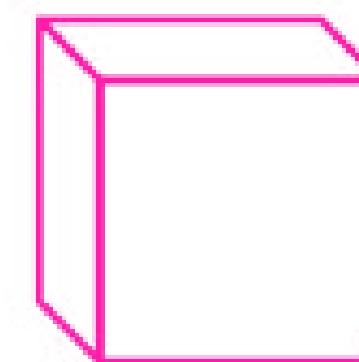
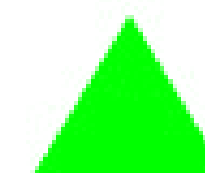
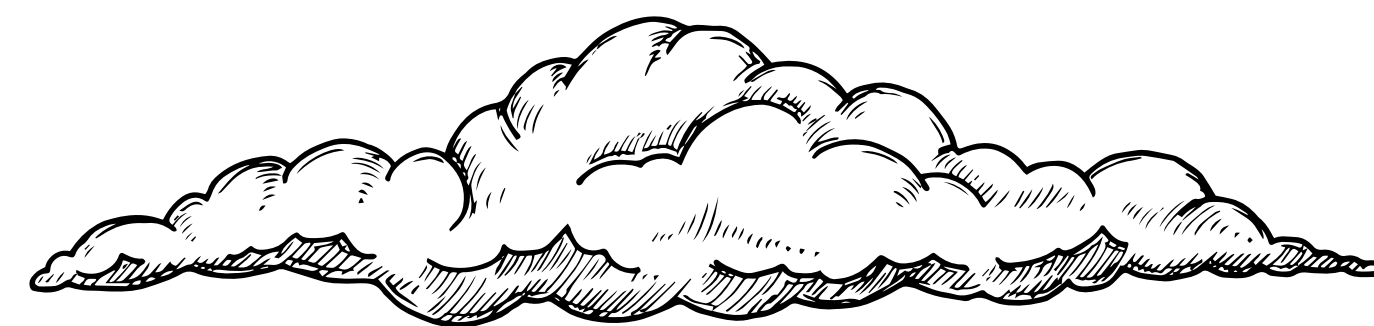
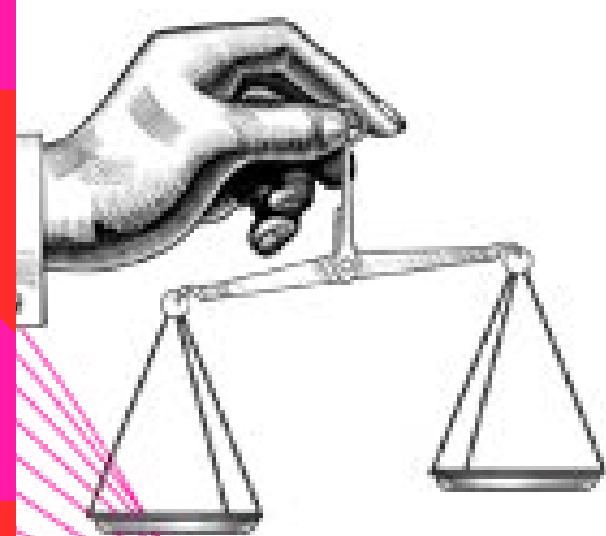
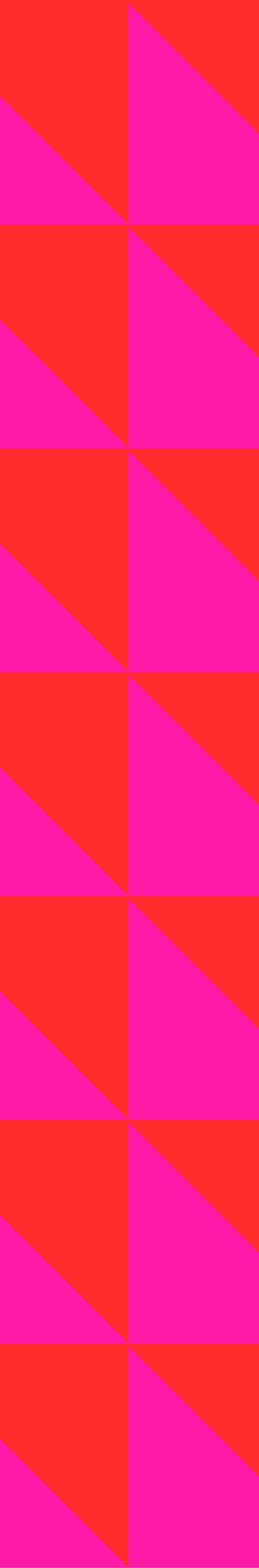


**95%**  
Of employees active pension members

The top two interests selected by employees 'savings', & 'mortgages' supported the business case for introduction of corporate ISA & mortgage clinics.







**"We love the way nudge personalizes education according to the employee's age, gender, salary and benefit choices. It integrates with our flex system and delivers engaging education driven by changes in circumstances or legislation."**

**nudge**

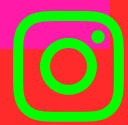
---

# Say hello

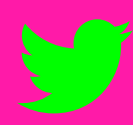
If you would like to find out more about using nudge to help your people take control of their money and their lives in your organization, please email us at [hello@nudge-global.com](mailto:hello@nudge-global.com) or visit [nudge-global.com](http://nudge-global.com).



nudge



@nudgeglobal



@nudgeglobal



@nudge global

[nudge-global.com](http://nudge-global.com)