

50% increase in take-up of sharesave scheme



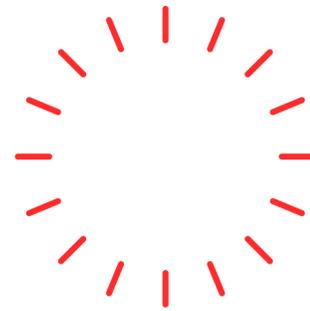


William Hill

Established: 1934

Industry: Casinos and gaming

No. of employees: 10,000 +



The challenge

- William Hill's employee sharesave scheme is an opportunity to share in business success and helps employees save for medium-term goals in a simple, hassle-free way.
- Unfortunately, for many, the scheme triggers an immediate barrier caused by the perception that shares are too complicated and too much of a risk.

William Hill and nudge partnered on a campaign to break down these barriers and drive take-up.



The solution

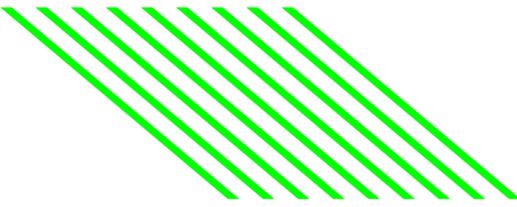
- A three phase educational campaign to all employees using nudges (personalized and timely prompts).

Including:

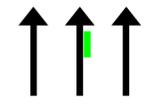


- a 'primer',
 - 'time-for-action'
 - 'reminder' nudge to promote the scheme.
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- nudge segmented employee data based on psychological research of the main frictions and barriers for individuals when considering sharesave plans.
 - Five variations of the 'time-for-action' nudge were created, with tailored content and designs, playing on the behavioral levers that would drive take-up, split by career stage and age.
 - nudges were split again by previous participation in the sharesave scheme. A total of 12 nudges were issued.





The results



27%
Brand new participants



18-33
Highest new participant age group (38%)

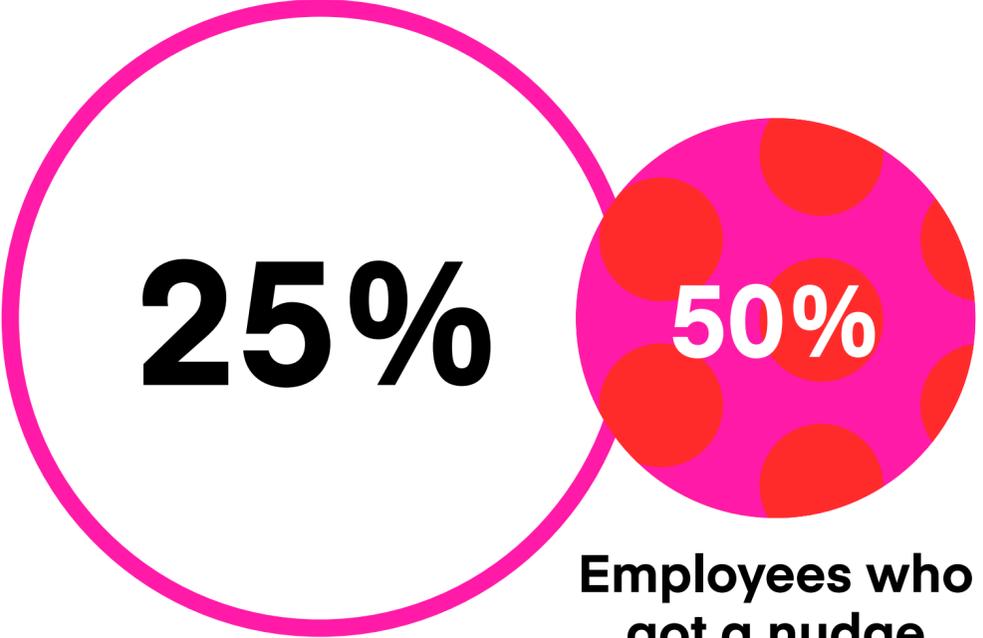


£130
Average savings per person



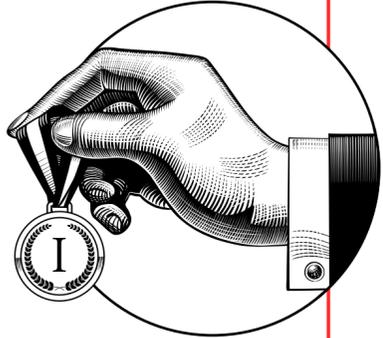
£260,265
Total value of savings

Sharesave take-up



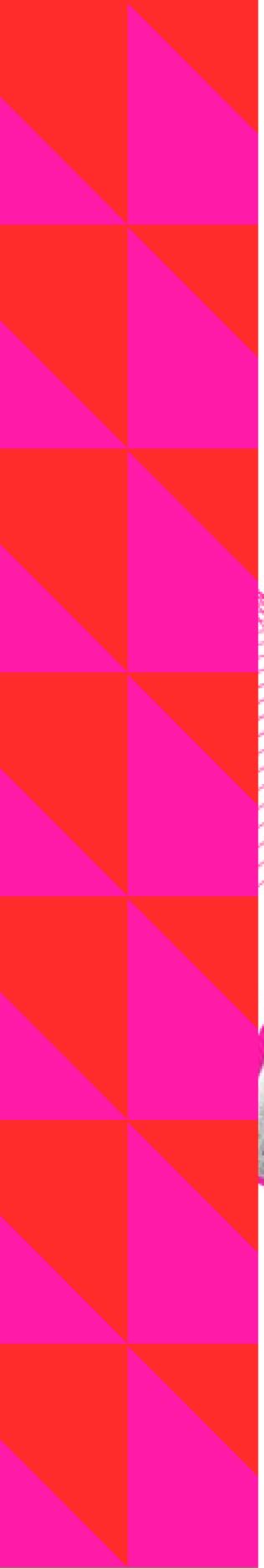
All employees

Employees who got a nudge



**2021 ProShare award winner:
Most Effective Communication of
an Employee Share Plan**





“We really wanted to get the message across to our employees that the sharesave scheme offers a very simple, hassle-free way to save for their medium-long term financial goals. We were delighted with the highly personalized and creative way nudge supported us to achieve this and are even more delighted with the results!”

Carole Daley
Reward and Benefits Manager, William Hill

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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