



Making a genuine human impact with financial education



THE COMPANY

 **Established:**
2000

 **Industry:**
Management consulting

 **No. of employees:**
18,000

THE CHALLENGE

Avanade prides itself on being a people-first business. One of Avanade's aims is to make a genuine human impact, with values that support Diversity, Equity and Inclusion (DEI).

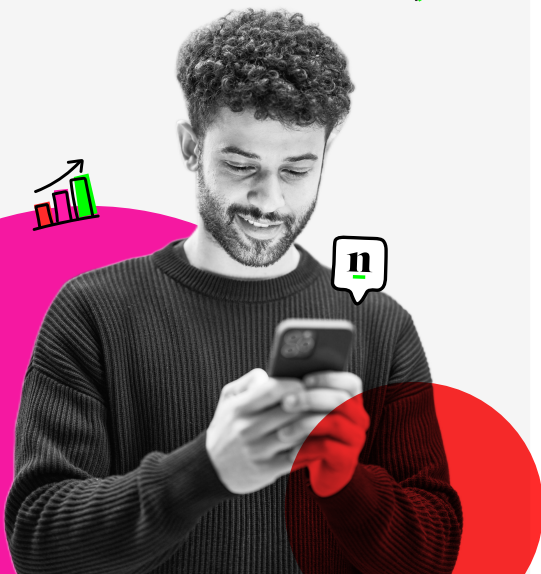
Avanade undertook a review of its entire global benefits program, from both a market and a people perspective. It saw it had a well-structured wellbeing program in place but there was a gap for financial wellbeing.

Throughout this process, Avanade also identified the link between poor financial health and its impact on mental health and wanted to address this challenge head on. To support its people's mental and financial wellbeing, it was important that the solution was impartial, education-focused and agnostic for employees to feel comfortable and safe in their journey to stronger financial health no matter who they are, or where they are in the world.

THE SOLUTION

To support their employees worldwide, the Avanade team introduced nudge – a global financial wellbeing solution, providing impartial, personalized financial education to their workforce in 9 countries. The new benefit was initially introduced to employees in the UK and Ireland before being extended to the additional countries so they could ensure a consistent experience for everyone.

A significant aspect of this global benefit rollout was to ensure that key stakeholders within the organization were, and continue to, emphasize the importance of financial literacy and the valuable support provided by nudge so that employees could see that financial wellness was a priority.



THE SOLUTION CONTINUED...

As nudge is an inclusive benefit for all, Avanade incorporated financial wellbeing into its DEI and wellbeing strategies. Through listening to the financial needs, interests, wants and goals of employees, Avanade and nudge delivered a range of training, which were specific to the different demographics and their circumstances. The 'Supporting the Sandwich Generation' masterclass saw 100 attendees learn about topics from investing, life after work, to understanding inheritances.

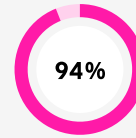
To further extend DEI efforts, the team also held a 'Women in Money' masterclass in response to employee concerns on the pension gap, investment gaps and the gender pay gap.



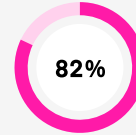
Inclusive financial wellbeing is an integral part of our global wellbeing strategy. As a people first organisation, it is important that we continue to evolve and respond to the needs of our people. Our partnership with nudge ensures that we continue to do this by delivering, agnostic, impartial guidance.

Samantha Francis
Benefits Lead UKI

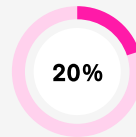
THE RESULTS



have interacted with nudge +34% the nudge benchmark



have returned three or more times



have completed the Financial Health Checkup

91


employees increased retirement contributions post training



nudge is the global financial education platform that demystifies money management for all. Drawing on behavioral psychology and data, our platform offers personalized, engaging financial knowledge and skills to educate and delight anyone. A global solution that is unaffiliated with conflicting financial products, our inclusive approach is trusted by hundreds of thousands of people across the world.

nudge is impacting:

 300+ global clients

 100+ countries

 1.5 million lives

nudge

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