

Case study:

Boosting share scheme take-up by 50%

The company

Established: 1934

Industry: Casinos and gaming

No. of Employees: 10,000+

The problem

- William Hill offers a share-save plan to employees, giving them the opportunity to **share in the success of the organisation** and at the same time save for their 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/or too much of a risk.
- William Hill and nudge partnered on a communication campaign to break down these barriers and encourage take-up.

The solution

- A three phase communications campaign to all employees, made up of a 'primer', 'time-for-action' and 'reminder' nudge to promote the share save scheme.
- nudge segmented employee data based on **psychological research** of the main **friction/barriers** for individuals when considering share plans. And also what would most likely encourage them to join.
- Four variations of the 'time-for-action' nudge were created, with tailored content and designs, playing on the **behavioural levers that would encourage sign up**, split by career stage and age.
- nudges were also split again by previous participation in the share save scheme.
A total of 10 nudges were issued.

The results

 **22%**

Engagement in nudges issued

 **27%**

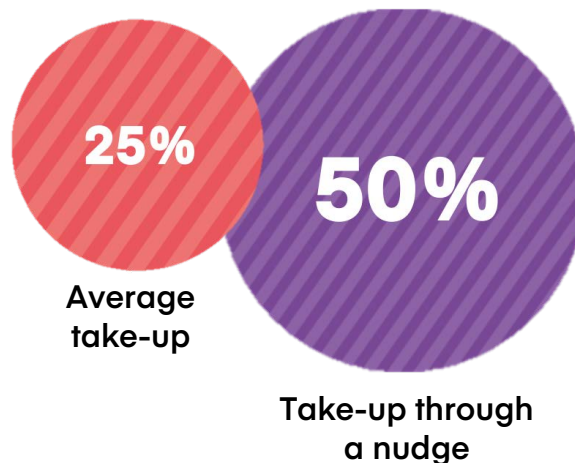
Brand new participants through nudge

 **£130**

Average savings per person

 **£260,265**

Total value of savings



“We really wanted to get the message across to our employees that the sharesave plan offers a very simple, hassle-free way to save for their medium-term financial goals. We were delighted with the highly personalised and creative way nudge supported us in achieving this and are even more delighted with the results!” - **Carole Daley, UK Payroll Manager**

Say hello

If you would like to find out more about using nudge to empower financial freedom in your organisation, please email us at hello@nudge-global.com or visit nudge-global.com.



William Hill Case Study V1