

Case Study:

## How Virgin Management used nudge to increase benefit take up.

### The company

Established: 1970

Industry: Venture Capital & Private Equity

No. of Employees: 10,000+

### The challenge

- Despite having a well established wellness strategy there was no financial wellness pillar.
- Leadership team passionate about implementing preventive solutions that change long-term behaviour, but no new budget was available.
- Needed to reframe reward strategy to centre it around wellness.

### The solution

- Business case secured through pledge to **drive up salary sacrifice take-up.**
- Implemented personalised **financial education programme** as key pillar in financial wellness strategy.
- **Rebranded benefits programme** to carry name of wellness programme "Tonic" and threaded throughout all HR policies.



## The results

 **20%**

Increase in engagement during flex window.

 **18%**

Increase in flex selections.

 **13%**

Take-up of bonus sacrifice more than offset cost of introducing financial education.

 **X2**

Engagement with Virgin Pulse compared to norm.

Introduced **elder care benefits** as a result of nudgenomics insight highlighting it was area of key employee interest.

## 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](mailto:hello@nudge-global.com) or visit [nudge-global.com](https://nudge-global.com).



Virgin Case Study V1