

Equifax put financial wellbeing at the top of the agenda to help with cost of living crisis



EQUIFAX

THE COMPANY

-  **Established:**
1899
-  **Industry:**
Financial Services
-  **No. of employees:**
(UK and Ireland) 900

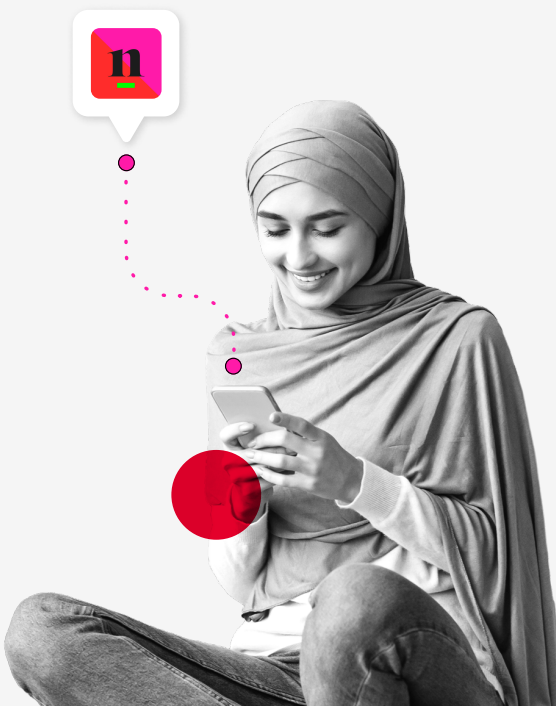
THE CHALLENGE

- Equifax has a clear strategy around colleague wellbeing: their purpose is to 'help people live their financial best'. They strive to create economically healthy individuals and communities everywhere they do business.
- The team wanted to elevate their colleague experience and increase communications on financial wellbeing, driving engagement through themed campaigns and awareness sessions.
- Their main priority being to educate colleagues on personal finance, and support their people and their families through the cost of living crisis.

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The nudge platform is an incredibly powerful financial education tool. At Equifax, helping people live their financial best is at the heart of everything we do. The information nudge provides support and enhances our colleagues' financial wellbeing. With the cost-of-living crisis, it's important now more than ever to give our colleagues access to financial resources.

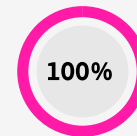
Gareth Morgan
Engagement & Channels Manager
Equifax UK



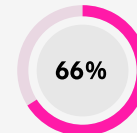
THE SOLUTION

- Equifax launched nudge's impartial financial education platform to support their people's financial wellbeing and increase awareness of their wider wellbeing programs through personalized, timely communications (nudges).
- This includes using Equifax's intranet, wellbeing hub and wellbeing chatroom channels. Equifax uses the nudge community hub of resources to ensure that communications align with their key wellbeing campaigns such as debt awareness week, mental health awareness week, talk money week and carers week. These events are also supported with custom masterclasses.
- Equifax embraced nudge's 'Journey to Finpowerment' campaign to align with Mental Health Awareness month and empower employees to foster better money habits, build resilience and take control of their money. This included the launch of nudge's financial health checkup that helps employees assess their level of financial wellbeing and an exclusive Equifax masterclass.
- To further support their people through the cost-of-living crisis, Equifax issued a nudge to employees promoting their relevant employee benefits. This nudge promoted fuel and travel discounts, along with gift cards and cashback options, directing employees to specific savings on their retail discounts platform.
- nudge also ran stakeholder sessions for managers, to help these leaders and influencers with the practical financial knowledge and skills to prevent poor financial wellbeing and support the financial health of their people. The session explored the value of impartial financial education, why financial education is at the heart of employee benefits and signposted the support available on nudge to empower people to take control of their finances.

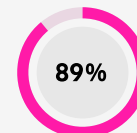
THE RESULTS



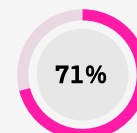
overall
engagement



employees
interacted with
nudge platform



employees
engaged within
the last 3 months



engagement with the
nudge promoting the
cost-of-living support
available




I saw a nudge about the help-to-buy scheme that the government were running, something I'd never heard of before. My partner and I have been renting for 18 years and never envisioned we would own our own house. Little did we know this option was available to us!

Equifax employee

nudge is the impartial, global financial education benefit for all. Combining behavioral psychology, data and personalized education, nudge empowers people to develop their financial skills and knowledge. A global solution without conflicting financial products, our inclusive approach is trusted by millions worldwide.

nudge is impacting:

 300+ global clients

 100+ countries

 1.5 million lives

nudge

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