



Intuit aims to improve wellbeing for its diverse employee population

INTUIT

THE COMPANY

Established:
1983

Industry:
Technology

No. of employees:
17, 300 - Global
280 - U.K.



INTRODUCTION

Intuit's goal is simple, to improve wellbeing for the diverse Intuit employee population. They aim to deliver an integrated financial wellbeing communication strategy that draws on different themes each month, and always ties back to financial education. The strategy has resulted in outstanding outcomes, and was awarded winner of the Best Financial Wellbeing Strategy from Financial Wellbeing Impact Awards 2023.

THE CHALLENGE

Intuit recognizes that financial literacy is the cornerstone to economic prosperity. The vision of the campaign was to equip employees with fundamental resources to attain financial security and arm them with tools to boost their financial confidence and enhance their financial outlook. Ultimately Intuit want their people to reach their financial goals and save for the foreseeable future.

THE SOLUTION

Intuit created a financial wellbeing strategy that focuses on regular communications and that supports wider business initiatives. With a particular emphasis on supporting employees with the cost-of-living crisis via interactive training sessions.

The program hinges on dedicated themes and campaigns throughout the year, from healthy finances theme in April, mental health awareness week focus in May, family focus in June, to women and families in August. Each theme is integrated with a financial wellbeing benefit e.g. retirement planning, financial coaching and budgeting, and childcare support

THE SOLUTION CONTINUED...

Intuit use several communication mediums to engage employees including Slack messages, digital signage, and partnered with our Employee Resource Group (ERGs) global leaders, to promote targeted announcements within each community.

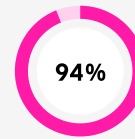
Furthermore, the team prompt employees about other programs to help them with their, and their family's wellbeing.



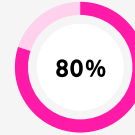
Intuit was named the 10th Best Large Workplace at the 2023 Great Place To Work awards and named as the 11th Best Large Workplace for Wellbeing. Intuit has also been recognized by Best Companies in 2023 as one of the Best Large Companies and Best Technology Companies to Work For in the UK.



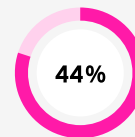
THE OUTCOME



94% of employees have interacted with financial education resources



80% of employees that have visited these resources have returned three or more times



44% of employees engaged with the recent healthy finances campaign beating the expected 30% target



Intuit achieved an overall wellbeing score of 85% and...



...a 93% agreement score for 'People care about each other here'



...a 92% agreement score for 'This organization actively promotes mental and physical health among its employees.'

During their Get to Know Your Benefits companywide campaign, Intuit also learned that:

Approximately 66.5% of employees in the U.S. and approximately 64.7% of employees internationally expressed that they were ready to take their finances to the next level and save more money.

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nudge is impacting:

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