


Implementing a globally inclusive financial wellbeing program




ACCA Think Ahead

THE COMPANY

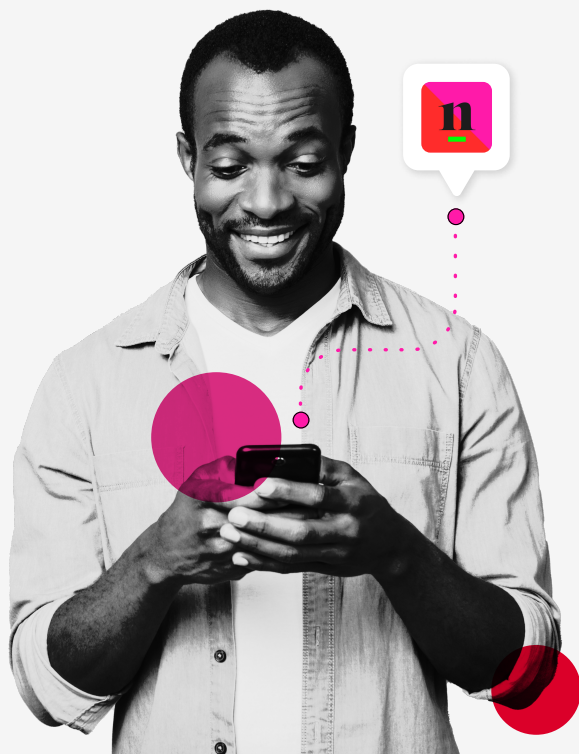
 **Established:**
1904

 **Industry:**
Accounting

 **No. of employees:**
1400

THE CHALLENGE

- In 2020, the Association of Chartered Certified Accountants (ACCA) decided to take their award-winning, market-leading UK financial wellbeing program, underpinned by nudge, to their global employees.
- The decision was made following feedback from employees from different locations - that identified Covid had increased the demand for financial education and support, as many people's families had been impacted.
- Building on this, ACCA decided to incorporate nudge as the cornerstone of their global financial wellbeing strategy to give their people the knowledge to better understand and take control of their money.
- nudge's global financial wellbeing platform was rolled out to sit alongside their global EAP, life assurance and private medical provision.



It was really important for us to offer the same seamless experience of financial wellbeing technology worldwide. When it comes to financial wellbeing, this consistency also needed to allow for a level of in-country variation and we were very considerate of this in our planning.

Alison Hanlan

Global Head of Reward, ACCA

THE SOLUTION

- As well as nudge's platform giving employees the skills and knowledge to take control of their money, there were additional business objectives and benefits that the global roll out achieved:

Diversity and inclusion

- nudge provides a personalized user experience which highlights financial education content and resources relevant to any individuals' circumstances. ACCA were keen to offer this personalized user experience and align it with their global benefit offering.

Mental health

- Financial stress impacts mental health. ACCA knew a global financial wellbeing program would help their people's mental health immediately, and in the long run.
- In support of this, nudge delivered their 'Mental Wealth First Aider' training to ACCA's wellbeing champions and mental health first aiders.
- ACCA found this training to be critical support following the repercussions of the pandemic as the wellbeing champions and mental health first aiders are now trained with the practical financial knowledge and skills to help employees in all global locations, and also signpost to relevant employee benefits and resources that can help.



Our financial wellbeing is incredibly important and nudge for ACCA helps us understand our finances, feel in control, and act on guidance to care for our own financial wellbeing.

Chair, Wellbeing Group, ACCA

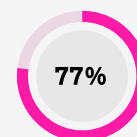
THE RESULTS

Following a successful global launch, ACCA and nudge regularly review engagement with their global financial wellbeing program. More specifically, tracking the engagement of certain demographics. This allows them to continually refine the program and their wider benefits offering to ensure it's supporting all of their people around the world.



44

Countries
launched nudge



Active users who set
up their nudge
profile*

*Within the 3 months of launch

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

500k people

nudge

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