

Case study:

Equipping young people with a financial foundation at Capgemini UK.

The company

Established: 1967

Industry: IT and Services

The situation

- For over a decade, Capgemini in the UK has been running a graduate and apprenticeships programme.
- They heavily invest in making sure that all employees get an amazing experience throughout the programme.
- Adapting to COVID-19, they developed a new virtual initiative called Community Connect Live. Providing those enrolled with new skills as they developed in both their personal and professional lives.

The solution

- Recognising money management as a critical challenge young people face, Capgemini in the UK partnered with nudge to launch Community Connect Live with a bespoke financial wellbeing masterclass.
- nudge's expert trainers created bespoke content tailored to the younger workforce at Capgemini UK. Helping them to understand the foundation of personal finance and equip them with the skills and knowledge to manage their money with confidence.
- Following the masterclass, nudge sent out personalised communications to this community, encouraging them to build on their learning by making the most of the education and tools available through nudge.



The results



132

Masterclass attendees



5 star

Feedback rating



50%

Engagement on nudge,
post masterclass

"I learnt a lot from the session today. Really helpful information, particularly how to budget. And tips on things to change. I think for people who are straight from uni, and are unaware of where to start with their money, this was particularly helpful!" - **Capgemini UK employee**

"I loved the presenter's energy and bubbly attitude. He was very engaging and I was not bored a single minute during the presentation - I think that he was very informative at the same time. Great session and it has encouraged me to use nudge a lot more now." - **Capgemini UK employee**

"At Capgemini, a people-centric organisation, we recognise the importance of financial wellbeing and the impact effective money management can have on our employees. We wanted to create an opportunity to empower our graduates and apprentices to be in the driving seat when it comes to their finances, so they are able to make the right start. For this, we partnered with nudge, our financial wellbeing provider, and designed a masterclass which provided a tailored session for our community based on each individual's priorities and to encourage them to take control of their finances. We are delighted to see the creative approach taken by nudge and are thrilled to see the results, especially given that we have driven this initiative virtually."

- **Ruth South, Head of Graduate and Apprentice Programmes | Capgemini UK**

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.



Capgemini case study V1