

# Delivering 5 star rated financial wellbeing masterclasses



## 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 program.
- They heavily invest in making sure that all employees get an amazing experience throughout the program.
- Adapating 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.
- Capgemini in the UK use nudge to help their people to better understand and manage their finances, giving them more control of their money and future.

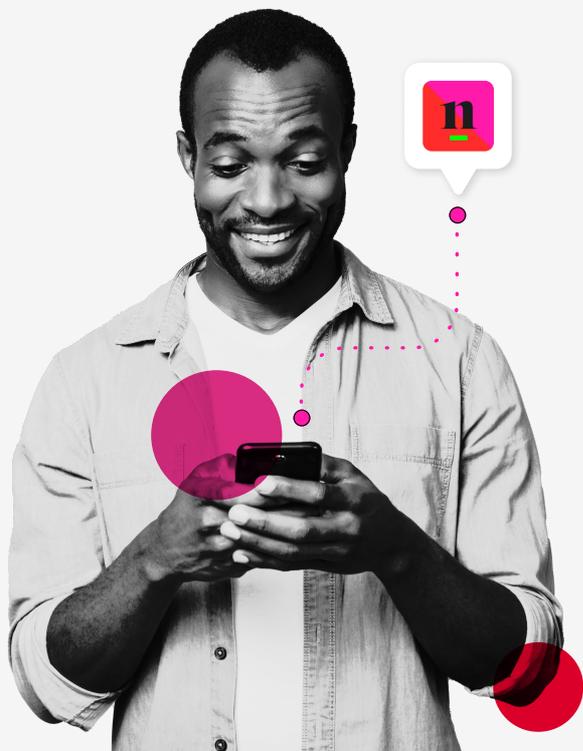


At Capgemini, a people-centric organization, we recognize the importance of financial wellbeing and the impact effective money management can have on our employees.

We wanted to create an opportunity to empower our graduates and apprentices to be in the driving seat of 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're delighted with the creative approach taken by nudge and are thrilled to see such positive results, especially given that we've driven this initiative virtually.

**Ruth South**

Head of Graduate and Apprentice Programs  
Capgemini



## THE SOLUTION

- Recognizing the importance of effective money management, Capgemini in the UK partnered with nudge to launch Community Connect Live with a bespoke financial wellbeing masterclass.
- nudge's expert trainers delivered engaging content tailored to younger people. 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 personalized communications to this community, encouraging them to build on their learning by making the most of the education and tools available through nudge.



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 university, 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

## THE RESULTS



132

Masterclass attendees



5 star feedback rating

Engagement on nudge, post masterclass



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**

[www.nudge-global.com](http://www.nudge-global.com)

[hello@nudge-global.com](mailto:hello@nudge-global.com)



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