

Natixis take financial education to the next level



THE CHALLENGE

Natixis, a leading global financial institution that specializes in investment banking, financing, corporate banking and capital markets services believe that their most valuable asset is their employees – the people who drive the firm forward through their expertise, dedication, and unique perspectives. In this spirit, Natixis’ Human Resources team continue to invest in their people to enrich their lives through a robust wellbeing strategy. With this in mind, the team set out to take employee financial wellbeing to the next level through impartial, personalized financial education.

THE SOLUTION

Using nudge’s financial wellbeing calendar, a wellbeing newsletter is issued to employees every two weeks providing information on social initiatives and resources available to employees on nudge relating to their financial health.

Additionally, the team incorporate nudge’s money masterclasses to promote financial education to their employees, delivering an integrated schedule of sessions across different topics throughout the year, from early careers, to cost of living.

Natixis also utilize awareness days and prompt employees to act on benefits like the cycle to work scheme, retirement plans, electric car scheme, and mortgage support.

A more specific example was the campaign for International Day of Families. Natixis spotlighted their will writing service and their life assurance and retirement offering – encouraging employees to review and update their nominated beneficiaries alongside relevant financial education on nudge.



“What a great session! I’ll be honest, these sorts of things can be mundane, boring, and predictable but this was a refreshing change. It was informative, paced beautifully and delivered to perfection.”

Masterclass attendee feedback



THE COMPANY



Established:
2006

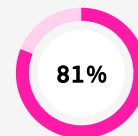


Industry:
Financial Services

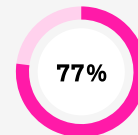


No. of employees:
300+

THE RESULTS



81% of employees engaging with financial education



77% of employees have used nudge +3 times

57

Overall financial health score improved from 50 to 57



5 star rating on webinars from early career employees