



SAP get creative to grow employee benefit program engagement



THE COMPANY

 **Established:**
1972

 **Industry:**
Technology

 **No. of employees:**
107k globally

THE CHALLENGE

SAP was committed to investing in employee benefit programs, resources and support to empower their people to run at their best. The reward and benefit team is always looking for innovative and fresh ways to grow benefit program engagement. Together with nudge, the team planned a financial education communication strategy, designed to impact bonus sacrifice engagement. The communications delivered such outstanding results that the campaign won highly commended for Most Impactful Communications at the Financial Wellbeing Impact Awards 2023.

THE SOLUTION

The communication plan was laser focused on the right timings, and channels, to reach employees at exactly the right time for them and their financial circumstances. In this case, the goal of the financial education communication was to help SAP people understand bonus sacrifice and what it means for them. Previous insight revealed that WhatsApp is the most effective channel to reach their people. All the communications were written for WhatsApp and to utilize push notifications through the benify app, to connect and engage employees, more than a standard company email ever could. The content of the financial education, that includes personalized nudges, posts, articles, stories covered:

- The SAP Bonus sacrifice window
- The benefits of bonus sacrifice: savings in NI & tax and additional savings from SAP
- Instructions on how employees can sacrifice their bonus
- Flex window



THE OUTCOME

"Here's a smart way to use your bonus" nudge resulted in 50% open and 20.6% click-through rate. In comparison to the previous bonus sacrifice nudges we can see improvement across open rate and CTR:

- ▶ July 22 bonus sacrifice: 49.5% open and 11% CTR.
- ▶ July 21 bonus sacrifice: 38% open rate.

380 employees waiving their bonus, resulting in £5 million waived.

The second most-read nudge article was "Tax relief on pension contributions." Demonstrating the deeper level of interest this communication plan influenced.

Flex window communication led to 61.4% open rate and 35.5% CTR, that's significantly over the average (30%) for this type of activity.

The future is looking bright for SAP and nudge, as together the teams plan to continue utilizing reward nudges to communicate with employees about benefit changes and ultimately to boost overall engagement.

THE FEEDBACK



"Communicating with employees in a way that's meaningful for them has always been a major objective for our team. nudge allows us to connect with our people with communication that's personalized by content and channel. We can see from the results of our bonus sacrifice campaign that the way we communicate is critical to the success of our benefit program."


Neil Hopkinson,
Total Rewards Partner at SAP



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

 **1.5 million** lives

nudge

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