

Doubled engagement with Virgin's employee benefits program



THE CHALLENGE

- ▶ Despite having a well established wellbeing strategy, there was no financial wellbeing pillar.
- ▶ The leadership team were passionate about implementing preventative solutions that change long-term behavior, but no new budget was available.
- ▶ The employee benefits team needed to reframe the reward strategy and center it around wellbeing.

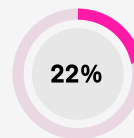
THE SOLUTION

- ▶ A business case was secured through a pledge to drive up salary sacrifice take-up.
- ▶ They implemented nudge as their impartial, personalized financial education provider.
- ▶ Using nudge, Virgin rebranded their benefits program and threaded throughout all HR and employee benefit communications and policies.

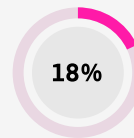


None of us have a magic money tree! In order to justify introducing our financial wellness program, we pledged to drive up salary sacrifice savings across the company. By doing this we have more than offset the cost. nudge has increased flexible benefits logins by 18%, active selections by 22% and Bonus Exchange take-up to 14%. The ROI has paid for the service and provided extra funds to increase our pension contributions.

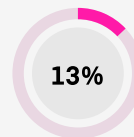
THE RESULTS



Increase in engagement during flex window



Increase in flex selections



Take-up of bonus sacrifice more than offset cost of introducing financial education

x2

Engagement with Virgin Pulse compared to norm



Introduced elder care benefits as a result of nudgenomics insight highlighting it was an area of key employee interest.

ABOUT VIRGIN



Established: 1970



Industry: Venture capital and private equity



No. of employees: 10,000+