



Prompted 10x more employees to use the bonus waiver scheme





Visa

Established: 1958

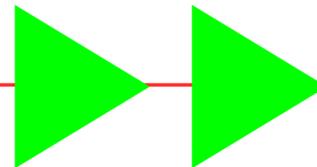
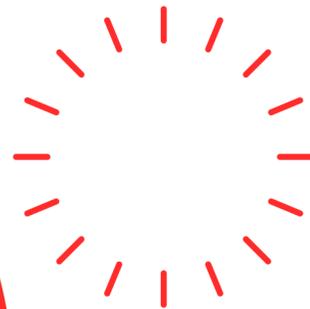
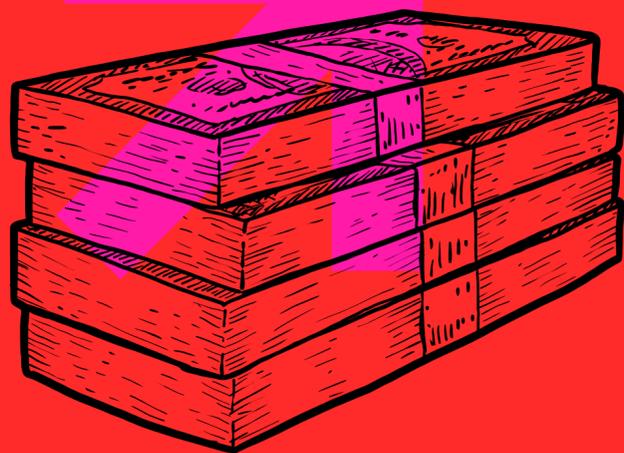
Industry: Financial services

No. of employees: 10,000 +

The challenge

- Visa offers a bonus waiver scheme to their employees as part of their benefits package.
- The scheme allows employees to pay some or all of their bonus into their pension savings tax-free, rather than being paid through their salary after income tax and National Insurance (NI) being deducted.

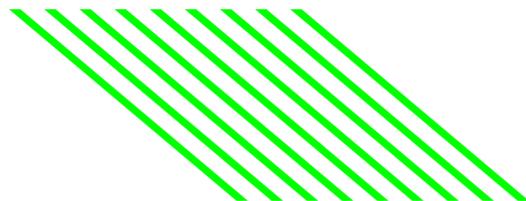
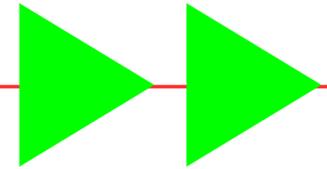
Wanting to remind people to engage with, and increase take-up the scheme, Visa appointed nudge to deliver a personalized communications strategy.



The solution



- Sent 'nudges' congratulating employees on their bonuses reminding them about the pension savings option and the tax advantages it offers.
- Applied 'nudge theory' so the nudges were highly personalized to the employee, using monetary examples to highlight how the scheme would specifically help them.
- Sent reminders on how these savings could grow over time, making a big difference to their potential retirement income. Plus, a note of caution about tax allowance limits.



The results

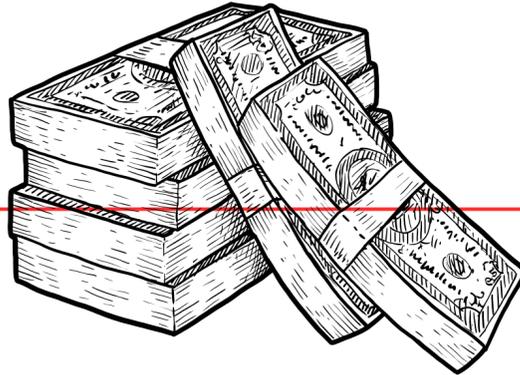
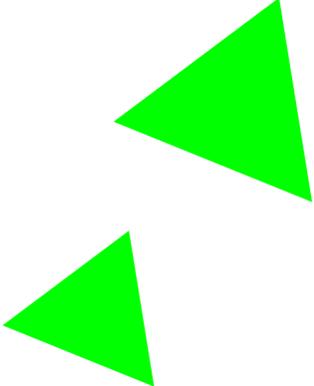


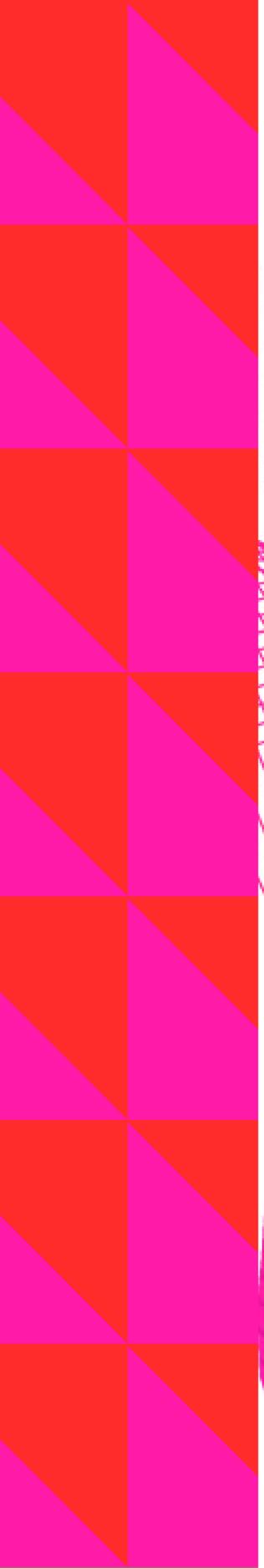
10X

£160,000

Employees using
the bonus waiver
scheme

Generated for Visa through
lower tax and NI contributions,
whilst creating brighter financial
futures for Visa employees





"At Visa, we're proud to offer a range of amazing benefits that are tailored to our employees' unique circumstances. We're always looking for new and innovative ways to make sure that they're continuously aware and making the most of what's on offer. And hopefully save some money along the way.

Working with nudge to deliver personalized, timely and relevant communications has made a real impact on engagement with our bonus waiver scheme and we're thrilled with the outcome."

Paul Tremelling
Senior Reward Manager

nudge

Say hello

If you would like to find out more about using nudge to help your people take control of their money and their lives in your organization, please email us at hello@nudge-global.com or visit nudge-global.com.

 nudge

 @nudgeglobal

 @nudgeglobal

 @nudge global

nudge-global.com