

Case Study:

How Aspen used nudge to launch a new reward strategy.

The company

Established: 2002

Industry: Insurance

No. of Employees: 1000+

The challenge

- Traditional benefits scheme in place, which was largely insurance based and **offered little flexibility**.
- **No new money** available to spend on benefits.
- **No financial wellness support** available to employees to guide them in making benefits decisions.

The solution

- Implemented **comprehensive financial education** support two months ahead of flex window.
- Reinvigorated benefits structure by **introducing health and wellbeing pot** and eight new benefits at no extra cost.
- **Employees empowered** through financial education to spend wellness pot in the way that suits them (e.g. investing pension, ISA, ShareSave scheme or paying off debt).



The results

89%

Of employees engaged during flex window - an 11% increase.

X2

The number of employees choosing to receive their personalised nudges via SMS or WhatsApp doubled the norm.

11%

Of employees increased their pension contributions.

819

New benefit selections made as employees empowered to use wellness pot.

Benefits design was updated and brought into the 21st century.

Say hello

If you would like to find out more about using nudge to empower financial freedom in your organisation, please email us at hello@nudge-global.com or visit nudge-global.com.

