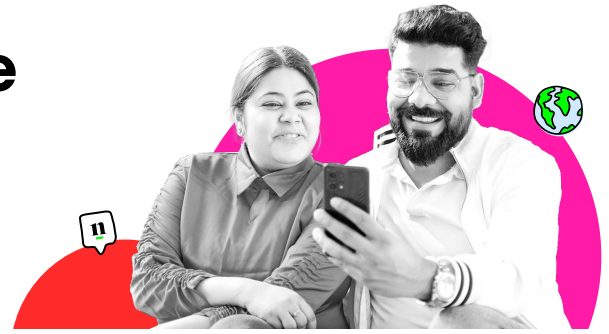


Championing employee financial health in the UK and India



Established:
1983



Industry:
Technology



Employees:
7,500+

THE CHALLENGE

Veritas began their journey with nudge to empower their workforce in the UK with impartial, personalized financial and benefit education. Facing a downward trend in attrition due to global market slowdowns and hiring freezes, Veritas recognized the growing financial concerns among employees in India. Knowing the importance of financial wellbeing and seeing the success of the launch of nudge in the UK, they extended the new offering to their team in India – reaching even more people with tailored communications and on-demand education to improve employee financial health.

THE SOLUTION

To deliver the objectives of their financial wellbeing program and effectively promote nudge to employees in the UK and India, the Veritas reward team’s communication strategy consisted of three key elements:

1. They utilized visual graphics that were eye-catching, relatable to the different audiences and focused on proving the value of nudge’s financial education. The team leveraged this visual content alongside a powerful leadership message.
2. Senior leadership were given exclusive access to nudge so they could explore it before launch. Once live, the Vice President was so engaged, they sent out a personal message encouraging people to understand why this was an important benefit that will have a positive impact. This proved to be a game-changer, helping drive employee engagement at launch to above 90%.

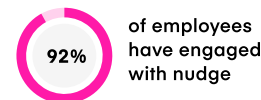
THE SOLUTION CONT'D

3. On-site events were also used as opportunities to further promote and publicize the program. All corporate wellness and ESG days included references to the full suite of benefits available to employees with digital displays in break-out areas. In India, a week of events raising awareness of benefits included a benefits trail, quizzes and incentives. Meanwhile, in the UK, a benefits fair enabled employees to ask questions directly and see the vast array of resources available on the platform.

THE RESULTS

The team's initiatives to enhance the programs’ engagement led to:

In the UK...



In India...



Increased engagement of wider benefit offerings to support employees’ financial wellbeing through nudge included:

1. Bonus exchange **37%**
2. EAP **68%**
3. Discounts platform **68%**
4. Increase to reimbursement benefits (Healthcare, Dental, Wellness) **17%**