

# Inspiring 88% of employees to utilize employee benefit allowance



## ABOUT SAMSUNG



**Established:**  
1969



**Industry:**  
Technology



**No. of employees:**  
10,000+

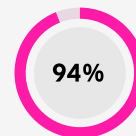
## THE CHALLENGE

- Despite Samsung having an award-winning reward strategy, it was missing a financial wellness element.
- There was no mechanism for communicating employee benefits at life events or key trigger points, when employees would be most receptive.
- Employee feedback highlighted that people wanted support to make active decisions about their finances.

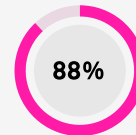
## THE NUDGE SOLUTION

- Embedded personalized financial education with flex scheme 'highlights'.
- nudge sits at the heart of their benefits hub, promoting relevant benefits in line with employees' life events.
- Annual calendar of benefits communication implemented in line with key strategic themes.
- nudgenomics insight used to track impact of campaigns and make data-driven decisions.

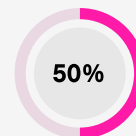
## THE RESULTS



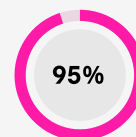
Annual flex window engagement



of employees make use of all benefit allowance



of employees make double digit pension contributions



of employees active pension members



The top two interests selected by employees 'savings' & 'mortgages' supported the business case for introduction of corporate ISA & mortgage clinics.