

Case Study:

How Siemens used nudge to transform pension member outcomes.

The company

Established: 1847

Industry: Engineering & Technology

No. of Employees: 15,000+

The challenge

- **83%** of employees were forecast to **fall short of their DWP target income in retirement** - risking a disengaged ageing workforce and limiting future career pathways for younger talent.
- Not having adequate retirement savings was employees' **'number 1' financial worry**.
- Despite investing heavily in pension communications in the past, employee behaviour hadn't changed.

The solution

- Appointed nudge to deliver a sales-free **financial education programme**.
- Applied **'nudge theory'** to their pension scheme design, offering enhanced company-matched contributions targeted at key groups.
- Designed communications that were **highly personalised** to the age, salary, pension contribution and other characteristics of each employee.



The results

↑ **2500**

Employees increased their pension contributions.

↓ **30%**

Increase in contributions by over a third of employees.

£ **100%**

Majority of Siemens people now on track to meet 100% of their DWP target income.

👁 **500%**

Increase in engagement with financial education.

Pension topics now make up **7 of top 10** most popular pages on nudge.

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.

