

Case Study:

How Virgin Management used nudge to increase benefit take-up.

The company

Established: 1970

Industry: Venture Capital & Private Equity

No. of Employees: 10,000+

The challenge

- Despite having a well established wellbeing strategy, there was no financial wellbeing pillar.
- Leadership team passionate about implementing preventative solutions that change long-term behaviour, but no new budget was available.
- Needed to reframe reward strategy and centre it around wellbeing.

The solution

- Business case secured through pledge to **drive up salary sacrifice take-up.**
- Implemented personalised **financial education programme** as key pillar in financial wellbeing strategy.
- **Rebranded benefits programme** to carry name of wellbeing programme "Tonic" and threaded throughout all HR policies.



The results

 **22%**

Increase in engagement during flex window.

 **18%**

Increase in flex selections.

 **13%**

Take-up of bonus sacrifice more than offset cost of introducing financial education.

 **X2**

Engagement with Virgin Pulse compared to norm.

Introduced **elder care benefits** as a result of nudgenomics insight highlighting it was an area of key employee interest.

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.

