

BNP improves financial health of their friends & family



Having partnered with us in 2017, BNP Paribas has a long-standing relationship with nudge. BNP Paribas is known for being a best-in-class organisation for benefits, and experience impressive employee engagement with benefits to improve their financial health, with 90% of employees interacting with nudge.

In recent months we have built upon this foundation by supporting in 2 ways:

1 Friends and family memberships

Our research shows that employees who receive financial education are 24% more likely to feel connected to their employers.

Giving friends and family the resources to help them deal with the rising cost of living is also part of an employee's overall financial wellbeing. So, providing employees with nudge for friends and family meant employees felt more connected to their employers than ever.

2 Reward nudges to remind employees to update their personal benefit needs

nudge provided a personalized service to BNP Paribas by sending out reward nudges to their workforce to encourage them to engage with their wider benefit offering.

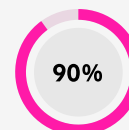
By using personalized, timely prompts - or nudges - delivered via the employee's channel of choice, including email, SMS and WhatsApp - BNP Paribas drove engagement with their holistic benefit and wellbeing offering. The reward nudge also helped to see a 20% year on year increase to the Bite Size Benefit event, their annual benefits engagement webinar series.

These timely nudges increased traffic to their webinar registration portal by 46%.

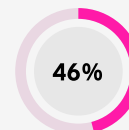


BNP PARIBAS

THE RESULTS



90% of employees interact with nudge



46% webinar registration increased by 46%



We wanted to provide our employees with resources to help them deal with the rising cost of living. However, as we know that finance is rarely an individual topic as family and friends are part of financial wellbeing too, we wanted to extend the same support to their loved ones.

Sian Gandhi

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