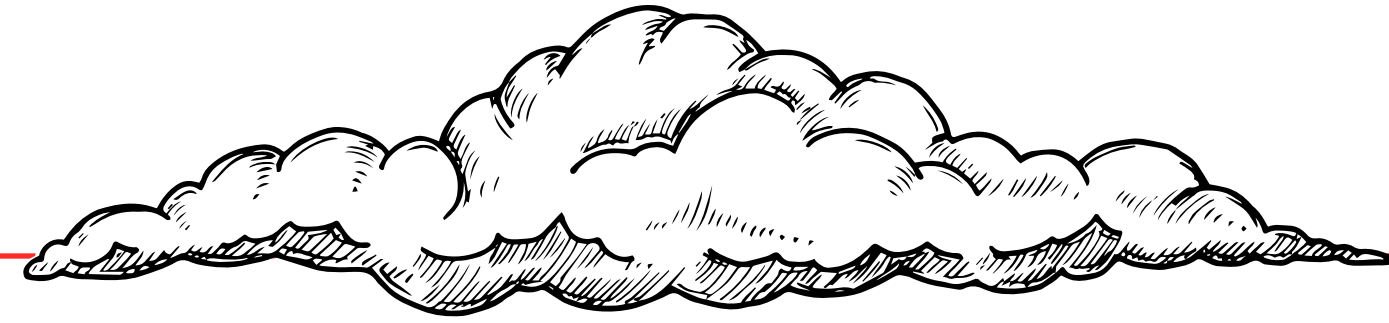


**Doubled
engagement
with Virgin's
employee
benefits
program**





Virgin

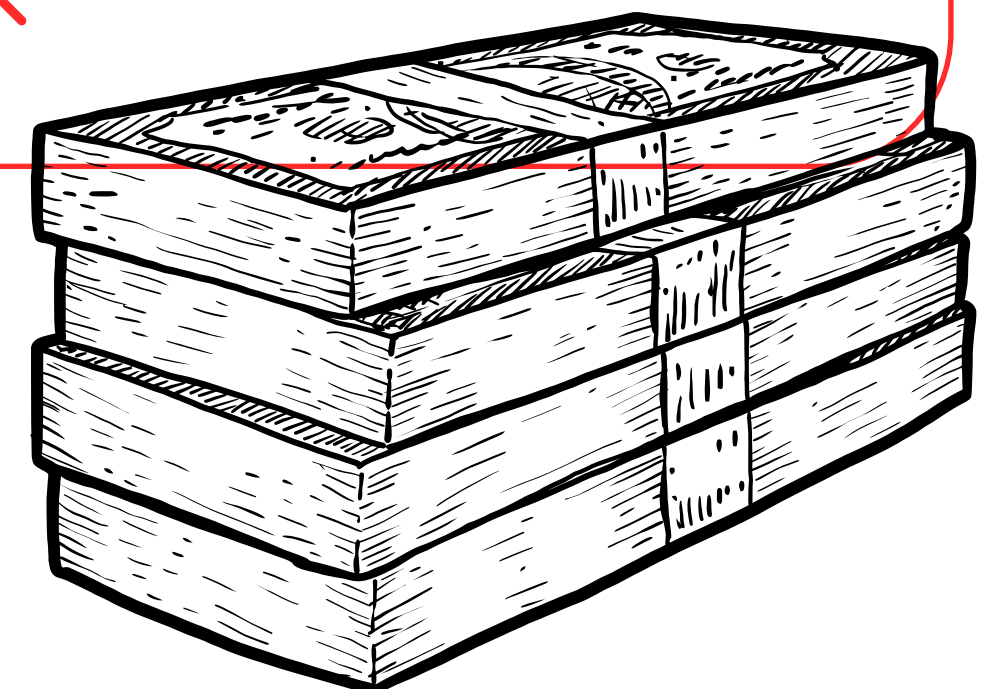
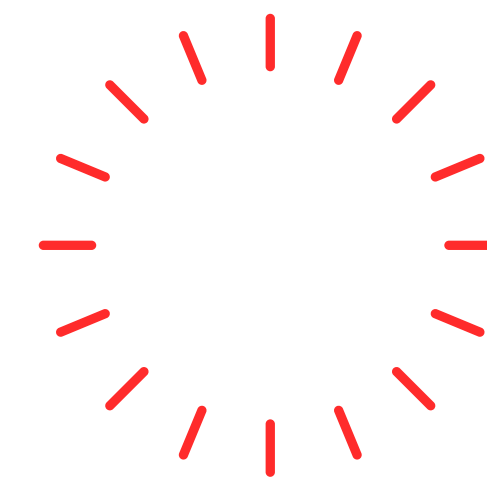
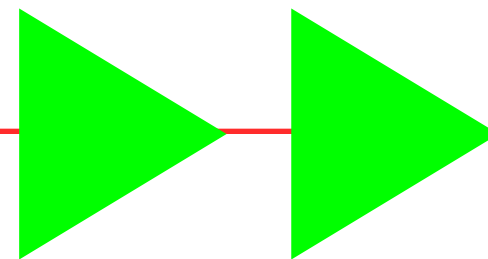
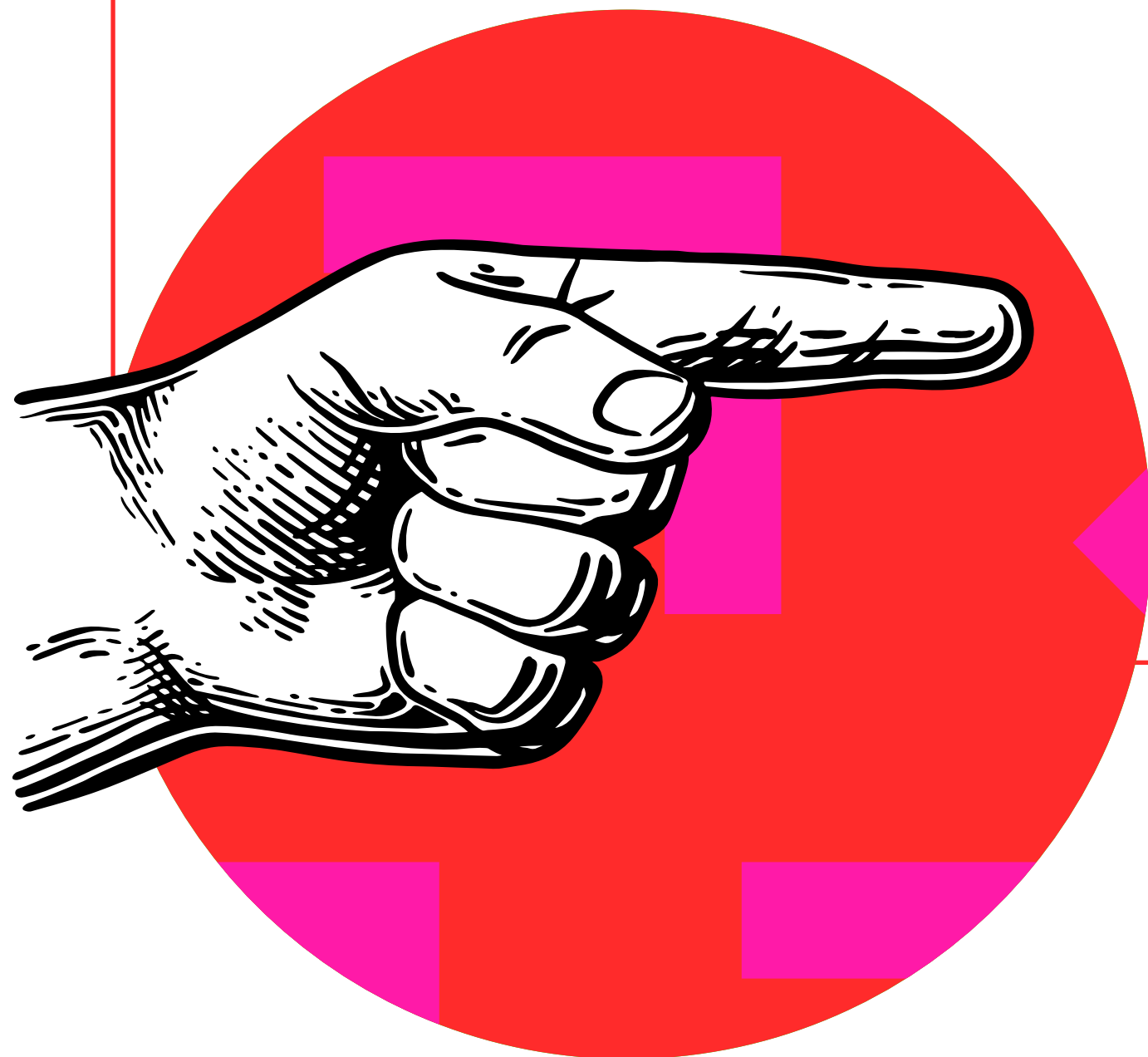
Established: 1970

Industry: Venture capital and private equity

No. of employees: 10,000 +

The challenge

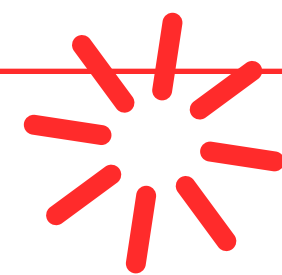
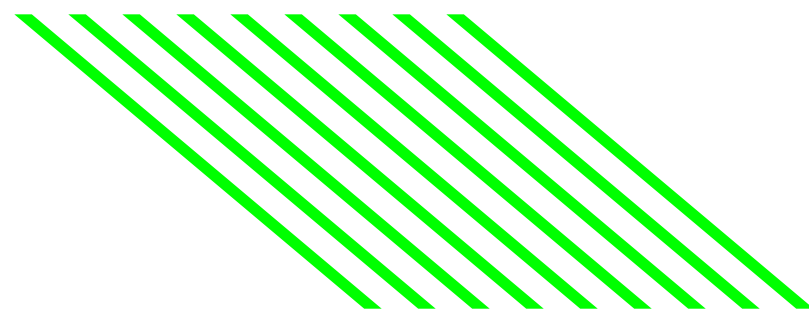
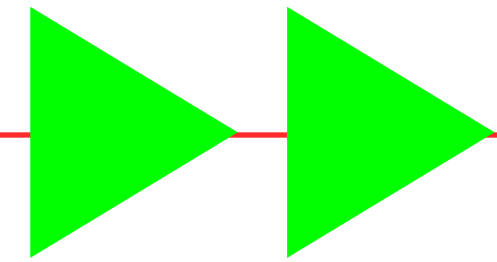
- Despite having a well established wellbeing strategy, there was no financial wellbeing pillar.
- Leadership team passionate about implementing preventative solutions that change long-term behavior, but no new budget was available.
- Needed to reframe reward strategy and center it around wellbeing.



The solution



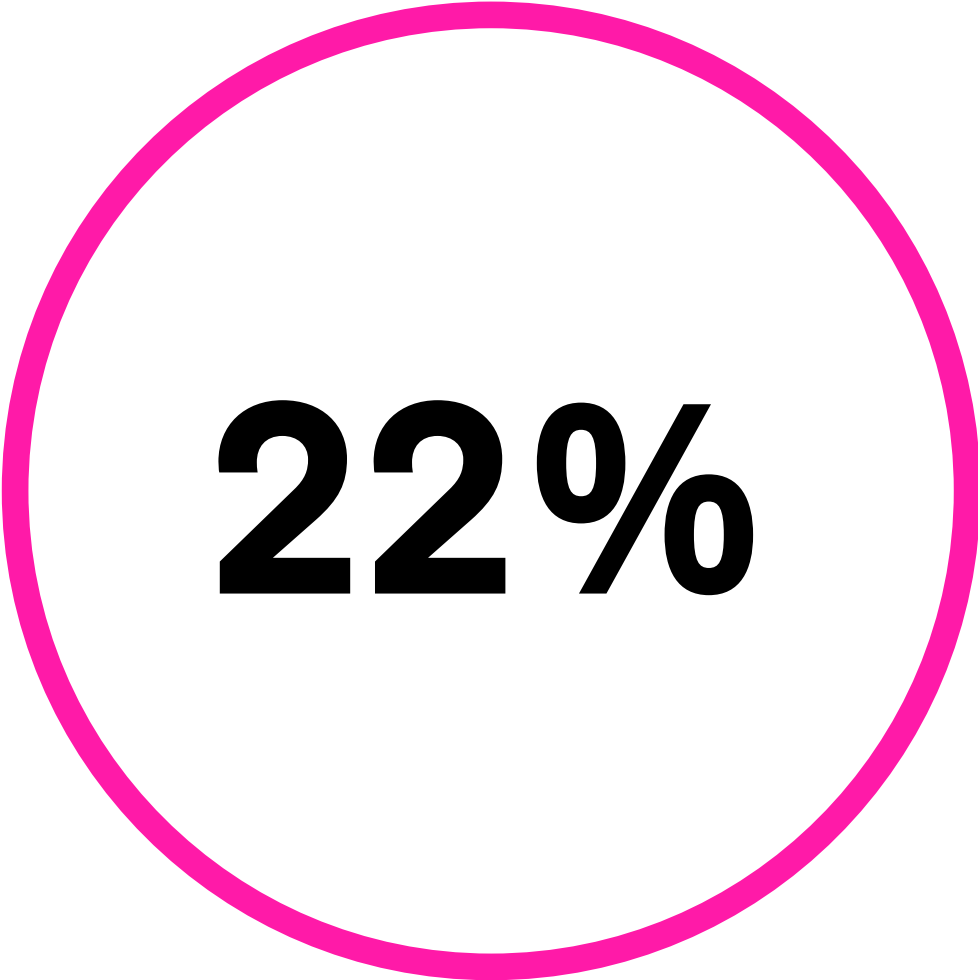
- Business case secured through pledge to drive up salary sacrifice take-up.
- Implemented personalized financial education program as key pillar in financial wellbeing strategy.
- Rebranded benefits program to carry name of wellbeing program "Tonic" and threaded throughout all HR policies.



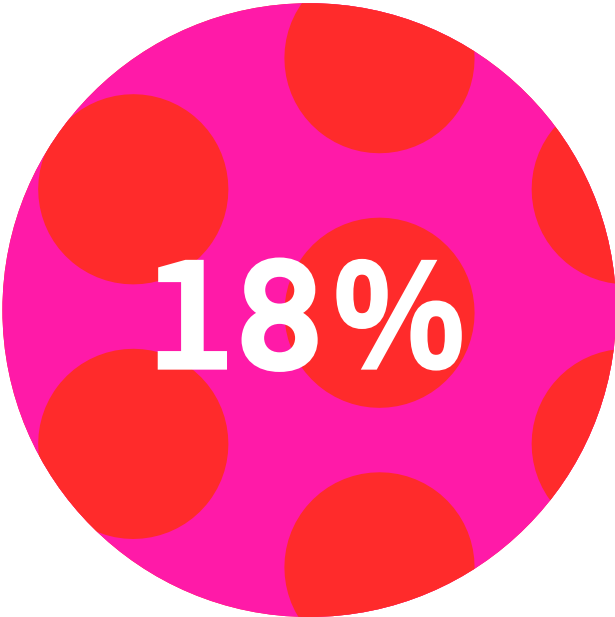
The results



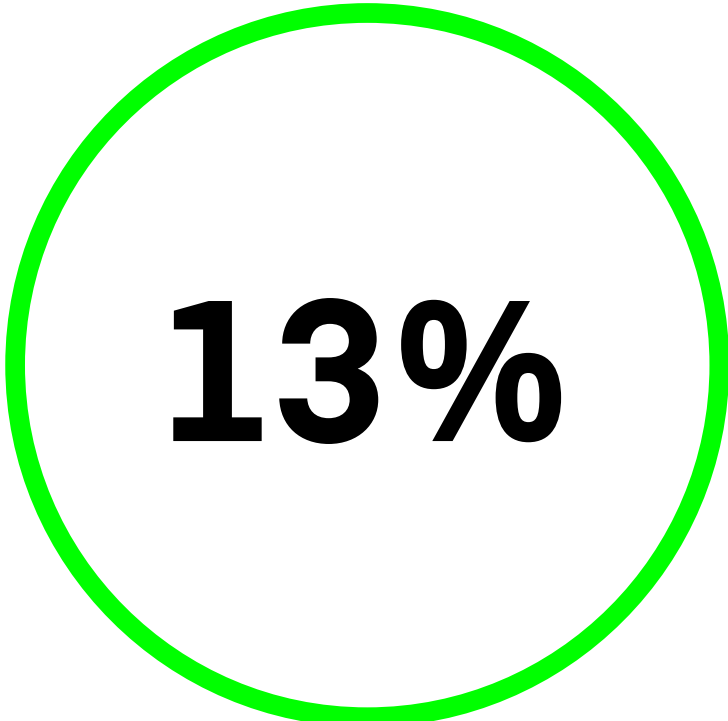
Introduced elder care benefits as a result of nudgenomics insight highlighting it was an area of key employee interest.



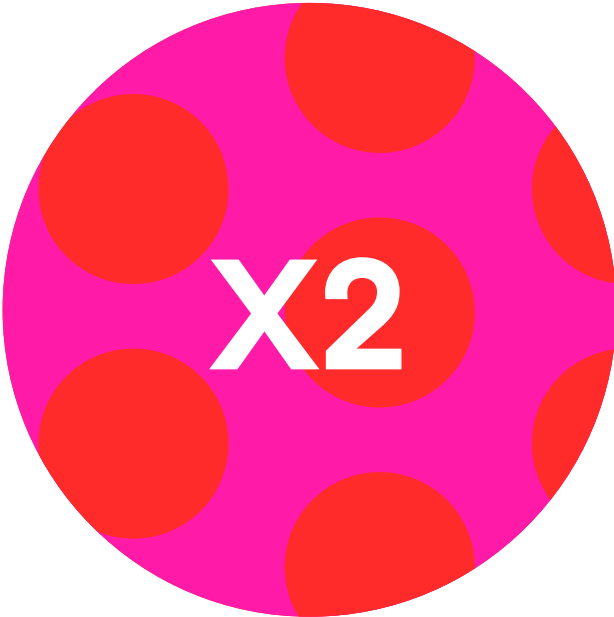
Increase in engagement during flex window



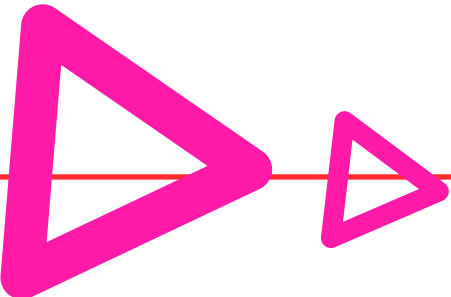
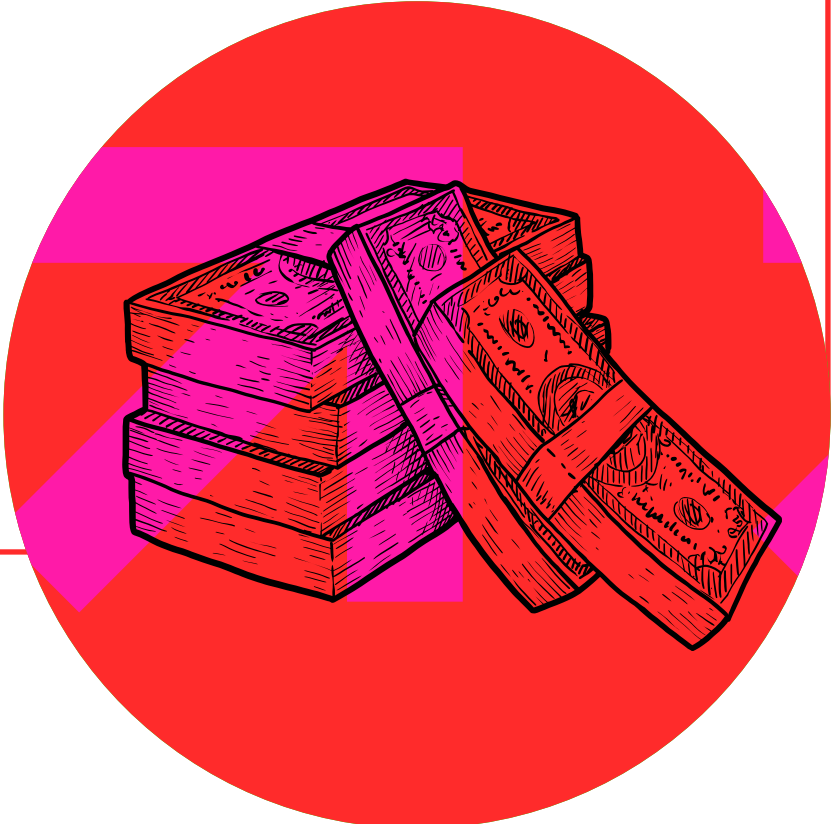
Increase in flex selections

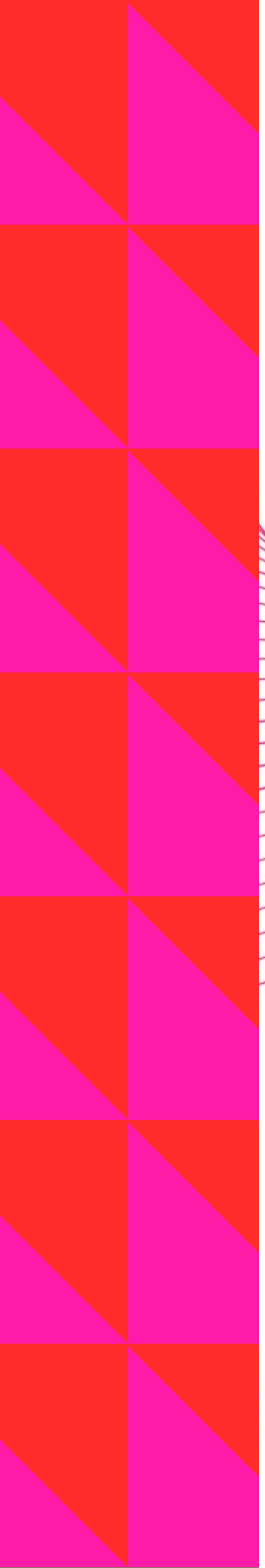


Take-up of bonus sacrifice more than offset cost of introducing financial education



Engagement with Virgin Pulse compared to norm





“None of us have a magic money tree! In order to justify introducing our Financial Wellness programme we pledged to drive up salary sacrifice savings across the company. By doing this we have more than offset the cost. nudge has increased flexible benefits logins by 18%, active selections by 22% and Bonus Exchange take-up to 14%. The ROI has paid for the service and provided extra funds to increase our pension contributions.”

nudge

Say hello

If you would like to find out more about using nudge to help your people take control of their money and their lives in your organization, please email us at hello@nudge-global.com or visit nudge-global.com.

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