



Expedia implement a scalable financial wellbeing solution in 57 countries

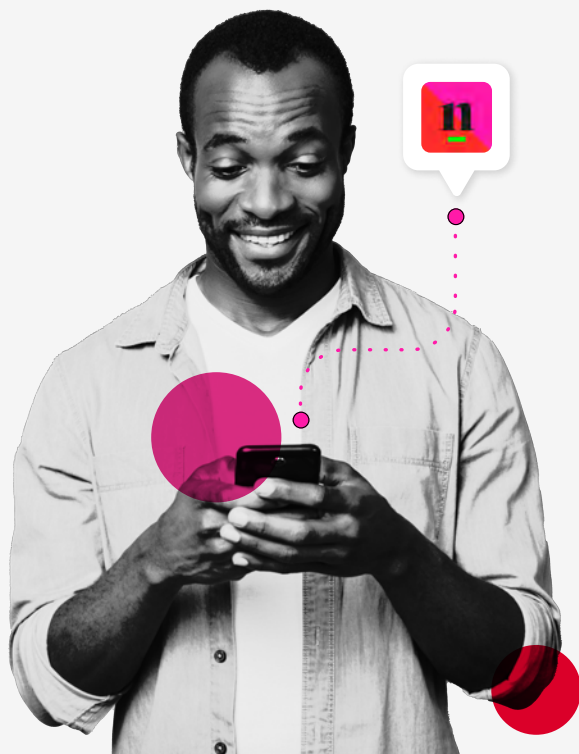


THE COMPANY

 **Established:**
1996

 **Industry:**
Travel and leisure

 **No. of employees:**
14,800



THE CHALLENGE

- Expedia nurtured a culture of wellbeing underpinned by physical, social, financial and emotional pillars. Following a review of their reward program, they saw the urgent need to develop their financial wellbeing pillar. When digging deeper, the team recognized a gap in their employees' financial skills and knowledge around money management.
- Through collating employee stories around financial stress and the impact it was having on their wellbeing, Expedia were able to create a solid business case for a solution that would help their people to take control of their money.
- With over 14,800 employees across 57 countries, Expedia had a wide variety of benefit programs across the world, and needed a global solution that met the diverse needs and interests of their employees, across all salary brackets. Crucially, the team wanted to implement a solution that provided a consistent global experience, but also provided relevant local financial content to their people.



Employees have harnessed the power; they know what they want and the expectation is that we provide support, and financial wellbeing is a crucial component.

Morgan Bridges

Director, Global Benefits and Wellbeing
Expedia Group

THE SOLUTION

- Expedia launched nudge's global financial education platform in 3 months. The solution was rolled out to employees in 57 regions to provide a high quality, consistent experience for their people across the globe.
- Supported by nudge, Expedia launched their new financial wellbeing initiative with global interactive money masterclasses, underpinned by nudge's financial education platform with localized interactive learning modules and tools, that their people can access at any time.
- nudgenomics (nudge's data analytics on engagement, employee needs and interests) is a critical part of the solution for the team. It provides evidence that employee financial wellbeing is improving, and shares data on employee financial needs and interests, to inform Expedia's financial wellbeing strategy moving forward.

THE RESULTS

57

nudge rolled out across
57 countries

62%

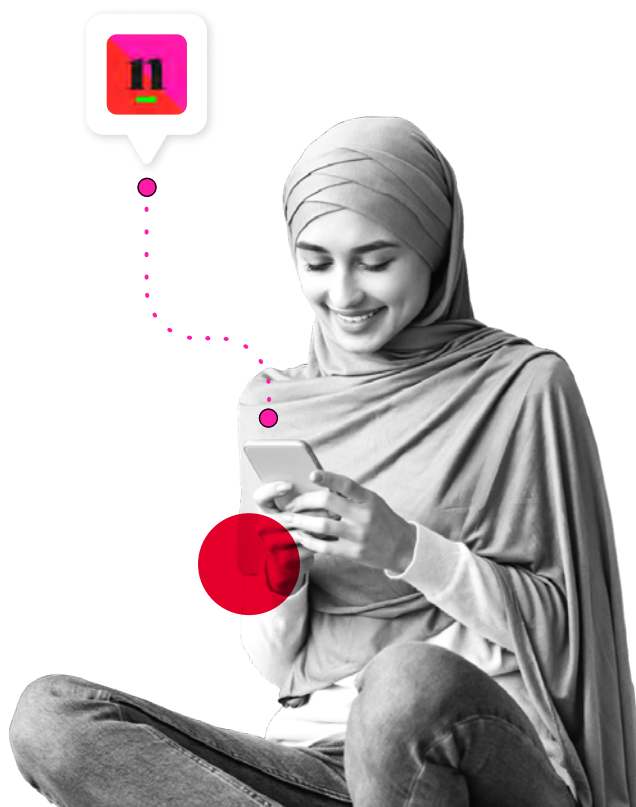
62% of employees
have engaged

3,112

3112 employees have
returned to the platform
3 times or more

Top 5 most selected interests:

- 1 Travel and leisure
- 2 Mental health and wellbeing
- 3 Investing
- 4 Couples finances
- 5 Tax



We've been really excited about the interactions that we've had [with nudge]. We've had a tonne of people reach out, more than any other product that we've ever offered, and thank us.


Morgan Bridges

Director, Global Benefits and Wellbeing
Expedia Group

nudge is the global financial education platform that demystifies money management for all. Drawing on behavioral psychology and data, our platform offers personalized, engaging financial knowledge and skills to educate and delight anyone. A global solution that is unaffiliated with conflicting financial products, our inclusive approach is trusted by hundreds of thousands of people across the world.

nudge is impacting:

 **300+** global clients

 **100+** countries

 **1.5 million** lives

nudge

 www.nudge-global.com

 hello@nudge-global.com

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