

Activated 819 brand new Aspen employee benefit selections



ABOUT ASPEN



Established:
2002



Industry:
Insurance



No. of employees:
1,000+

THE CHALLENGE

- Traditional benefits scheme in place, which was largely insurance based and offered little flexibility.
- No new money available to spend on benefits.
- No financial wellness support available to employees to guide them in making benefits decisions.

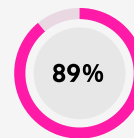
THE NUDGE SOLUTION

- Implemented comprehensive financial education support two months ahead of flex window.
- Reinvigorated benefits structure by introducing health and wellbeing pot and eight new benefits at no extra cost.
- Employees empowered through financial education to spend wellness pot in the way that suits them.

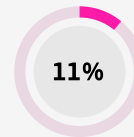
Examples include:

- Investing pension
- ISA
- ShareSave scheme
- Paying off debt

THE RESULTS



of employees engaged during flex window - an 11% increase



of employees increased their pension contributions



x2

The number of employees choosing to receive their personalized nudges via SMS or WhatsApp doubled the norm

819

New benefits selections made as employees empowered to use wellness pot