

UCB boost bonus sacrifice take up through financial education



Established:
1928



Industry:
Pharmaceutical



Employees:
856

THE CHALLENGE

UCB needed an innovative, new way of promoting their bonus sacrifice scheme to employees in the UK. Their objective was to drive better awareness and take-up of the scheme – helping employees understand the numerous benefits of opting for the bonus sacrifice and what it means for them and their personal circumstances. The team engaged with their financial wellbeing partner, nudge, to develop a communications campaign that was underpinned with personalized, impartial financial education. By encouraging employees to consider reinvesting their savings into their retirement fund, and take part in nudge’s financial health checkup, UCB aimed to empower their workforce with the knowledge and skills to make informed financial decisions and secure their future.

THE SOLUTION

UCB and nudge designed and delivered a targeted plan that communicated the bonus sacrifice scheme in three key ways:

- 1 Financial education stories. The team used nudge’s interactive, step-by-step guides to educate their employees on bonus sacrifice schemes.
- 2 Bite-sized posts on the UCB-specific bonus sacrifice scheme within the nudge feed. These posts aimed to provide clear and concise information so employees could understand the key details for them and their situation.

THE SOLUTION CONT'D

- 3 Reward nudges (personalized benefit education communications) prompting employees to learn more and participate in the scheme were sent via the employees’ preferred channel of communication, including email, WhatsApp and SMS.

In addition to educating employees on the concept of bonus sacrifice and its tax implications, the communications also explained how the scheme operates within UCB. By linking directly to the UCB platform and providing step-by-step instructions, employees were guided on how to easily take advantage of the scheme – ensuring a seamless, user-friendly experience.

THE RESULTS

£2,000,000

was voluntarily sacrificed by UCB employees

£300,000+

was additionally saved in tax contributions for UCB

68%

of employees who engaged with the campaign decided to forgo their bonuses this year

250

individuals actively engaged with the communications sent by nudge

