

Case Study:

How Samsung used nudge to boost benefits engagement.

The company

Established: 1969

Industry: Technology

No. of Employees: 10,000+

The challenge

- Despite having an award-winning reward strategy it was **missing a financial wellness element**.
- There was no mechanism for **communicating benefits at life events** and key trigger points when employees would be most receptive.
- Employee feedback highlighted that **people wanted support** to make active decisions about their finances.

The solution

- Embedded personalised financial education **with flex scheme 'highlights'**.
- Nudge sits at the centre of benefits hub promoting relevant benefits in line **with employees' life events**.
- **Annual calendar** of benefits communication implemented in line with key strategic themes.
- **Nudgenomics insight** used to track impact of campaigns and make data-driven decisions.



The results

 **94%**

Annual flex window engagement.

 **88%**

Of employees make use of all benefit allowance.

 **50%**

Of employees make double digit pension contributions.

 **95%**

Of employees active pension members.

The top two interests selected by employees 'savings,' & 'mortgages' supported the business case for introduction of **corporate ISA & mortgage clinics**.

Say hello

If you would like to find out more about using nudge to empower financial freedom in your organisation, please email us at hello@nudge-global.com or visit nudge-global.com.

