

Case study:

Sharesave education that shifts behaviours and drives action

The company

Established: 1934

Industry: Casinos and gaming

No. of Employees: 10,000+

The challenge

- William Hill offers a sharesave scheme to employees, giving them the opportunity to **share in the success of the organisation** and at the same time save for their medium-term goals in a **simple, hassle-free** way.
- Unfortunately, for many, the scheme **triggers an immediate barrier** caused by the perception that shares are too complicated and too much of a risk.
- William Hill and nudge partnered on a campaign to break down these barriers and drive take-up.

The solution

- A three phase educational campaign to all employees using nudges (personalised, timely prompts sent via SMS, WhatsApp or email). This included a 'primer', 'time-for-action' and 'reminder' nudge to promote the scheme.
- nudge segmented employee data based on **psychological research** of the main **frictions and barriers** for individuals when considering sharesave plans.
- Five variations of the 'time-for-action' nudge were created, with tailored content and designs, playing on the **behavioural levers that would drive take-up**, split by career stage and age.
- nudges were split again by previous participation in the sharesave scheme. **A total of 12 nudges were issued.**

The results

 **27%**

Brand new participants

 **18-33**

Highest new participant age group (38%)

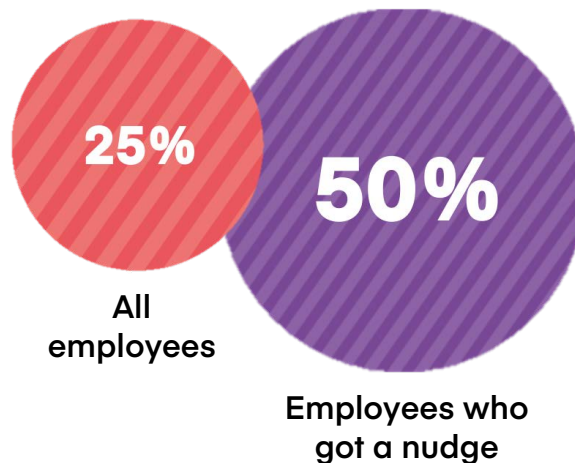
 **£130**

Average savings per person

 **£260,265**

Total value of savings

Sharesave take-up



2021 ProShare award winner: Most Effective Communication of an Employee Share Plan

“We really wanted to get the message across to our employees that the sharesave scheme offers a very simple, hassle-free way to save for their medium-term financial goals. We were delighted with the highly personalised and creative way nudge supported us to achieve this and are even more delighted with the results!” - **Carole Daley, Reward and Benefits Manager**

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.

