



Case study

Launching a financial wellbeing programme to remote workers



2,500
UK employees



FTSE 100
company



2
main UK locations



launched during
a pandemic

The ask

- As part of their wider employee wellbeing strategy, the client wanted to focus on improving financial wellbeing
- They felt it was important that the provider would be an independent voice i.e. not an existing benefits or pensions provider
- The client had recently launched a new benefits portal, and the financial wellbeing programme would sit within this portal. As such, the client felt it was essential that the financial wellbeing programme would have its own distinct brand so there would be no confusion for employees
- The programme and launch strategy had to be entirely remote as the whole workforce had transitioned to remote working due to Covid-19
- The client's aims were:
 - To engage employees with their financial wellbeing and increase their financial understanding and confidence
 - Give employees access to a financial education hub including bespoke content on the company's benefits
 - Deliver a programme of live webinars on a range of topics
 - Provide targeted support for ex-pats and those affected by pension/organisational restructuring exercises
 - Raise awareness of existing pensions and share plan

Outcome

- Working collaboratively with the client, we tested employee's financial wellbeing to give a baseline measure and to highlight any particular employee groups or areas of need
- A financial wellbeing programme was designed and included a bespoke financial wellbeing hub accessible 24/7/365 and which included an online event booking system; a programme of live webinars aimed at key career stages; a range of live and recorded bite-sized webinars on specific financial topics and a financial fitness test to give individuals a measure of their financial health and to direct them to the specific areas that needed more attention
- A dedicated financial guidance helpline was set up for individual employee enquiries
- Personalised 'stay in the loop' email nudges were sent tailored to individual circumstances, enabling employees to keep up to date with new content, events and important reminders throughout the calendar year
- As part of the programme launch, we created a programme brand and an engagement campaign in line with the client's wellbeing brand. We agreed to time the launch of the new service as part of a Financial Wellbeing Week with teaser emails, daily competitions, animated screensavers, webinars and animated videos

Results



80%

of employees booked onto a live webinar in the first quarter after launch



85%

of employees would recommend the programme to colleagues



73%

average uplift in employee confidence on making financial decisions

“The support has been fantastic. Close Brothers’ team have been amazing throughout launch and first quarter. Very much considered part of the team!”

Corporate client



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