

Case study

Supporting a pension change exercise



5,000
UK employees



Pharmaceuticals
sector



11
UK sites



Consistently
named as
Best Place to
Work (Glassdoor)

The ask

- Our client had recognised that their final salary pension scheme was not sustainable and decided to consult on closing it
- They recognised that employees may find any change to their pensions stressful and worrying
- Whilst the trustees had already prepared comprehensive information, the client wanted employees to have additional support from an independent voice, to ensure that employees fully understood the changes and so that they could make an informed decision
- The client's aims were:
 - Provide peace of mind by explaining to employees exactly what these changes meant for them
 - Bring the issue to life with live forums and a Q&A
 - Enable employees to book and attend live events easily
 - Ensure our delivery met the very high standards set by the client

Outcome

- Designed bespoke content addressing the change (the reasons for it and what this meant for employees), introducing the new defined contribution pension and explaining the actions required by colleagues
- Delivered a programme of live webinars to give employees the opportunity for a Q&A, with a recorded version available for anyone unable to attend the live sessions, including sessions before and after the pension consultation process
- There was a high demand from employees to attend these live sessions and additional events were added to ensure all employees had access to this support
- Working closely with the client, all queries raised in the live sessions were fed back to the client to inform the ongoing consultation process and to improve and enhance employee communications
- The client was delighted - they felt our independent voice gave employees an unbiased message about the changes and options, helped to allay concerns about the process and contributed positively to the consultation and resultant employee communications
- This exercise was so successful it led to the client requesting we provide a wider financial wellbeing programme, helping to raise financial awareness and to support employees to understand their workplace benefits and wider financial wellbeing

Results



38%

of their workforce booked onto a live webinar



588

employee queries raised during live webinars to inform consultation process

“An excellent partnership... very professional, responsive and a pleasure to work with.”

Corporate client



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