

# Financial Wellbeing

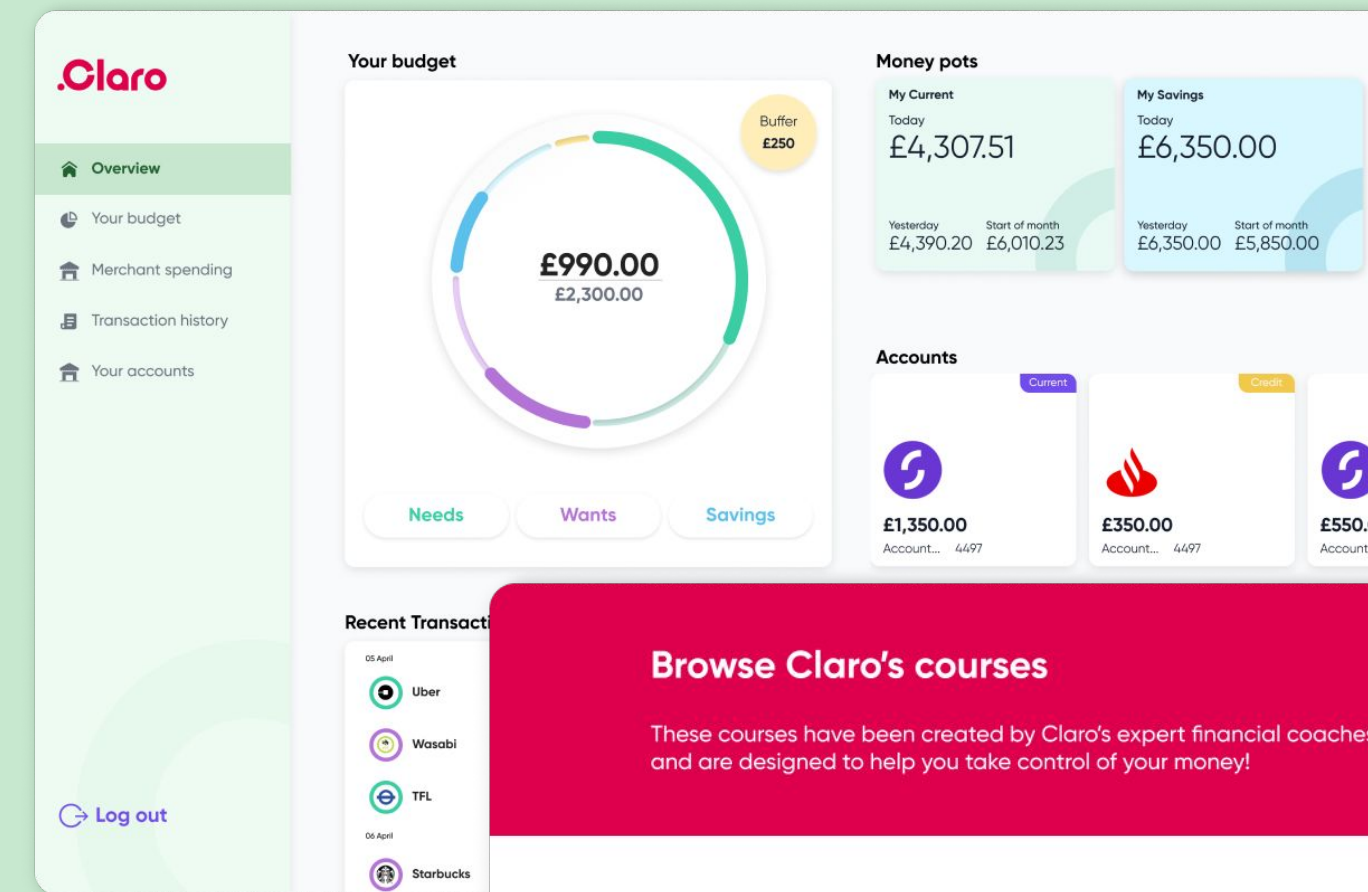
An employee benefit that pays

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**.Claro**

**Claro** is the UK's leading digital financial coaching service, offering affordable and accessible financial guidance to teams throughout the UK.

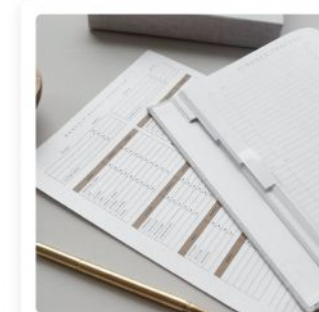
We improve financial wellbeing by offering on-demand 1-2-1 professional guidance along with market leading educational content, budgeting tools & workshops, in one easy to use platform.



### Browse Claro's courses

These courses have been created by Claro's expert financial coaches and are designed to help you take control of your money!

- Course categories
- All courses
  - Beginner friendly
  - Budgeting
  - Investing
  - Wellbeing
  - Debt



**Understand budgeting**  
Learn how to make the most out of budgeting. Discover tools to help you take control of your money and feel confident with your finances.  
26% done  
Continue



### Finance Friday with Stacey

Friday 26th August 10:30am Stacey Lowman 20:13 Time remaining

2/5 Tasks completed £156 Saved

- Tip feed
- Read tips from other participants
- I really like using Uswitch to compare things like bills, insurance and other costs. It's a good place to start if you're unsure. Oli Gudgeon
  - Don't forget to cancel any subscriptions you don't use anymore everyone! Luis Fernando
  - I just called Virgin Media and by asking to cancel got offered a much better deal! Could be a good tip to save some money. Nikita Parmar
  - If you're looking to get a credit card Amex are offering a good reward if you sign up to their gold card.
- What is Finance Friday? ▾  
How do the sessions work? ▾  
What tasks should I create? ▾

### Active tasks

Add new task Submit tip

- Update my budget**  
Review the last months spending and update my budget. Complete
- Compare phone contract deals**  
Phone contract is up and need to get a new one soon. Complete
- Sort out my holiday insurance**  
Check to see if I already have some and if not I need to get some. Complete

### Completed tasks

- Research the current account switch service**  
Want to understand how the service works. Completed
- Cancel my Netflix account**  
I don't use it anymore and could save the money. Completed



# The impact of poor financial wellbeing at work

Money is the greatest source of worry for employees, and the cost of living crisis has just exacerbated the problem.

**37%**  
 Of households have suffered a drop in disposable income due to COVID, with employers unaware of the problem (TUC 2021)

**50%**  
 Of employees are worried about their financial situation

**2x**  
 Employees are twice as likely to be worried about their money than their health

And this has a big impact on engagement, productivity and retention at work.

**86%**  
 Of employees say money worries impact their work performance

**37%**  
 Of employees spend a quarter or more of their work week thinking about or managing their finances

**7.6x**  
 Employees are 7.6x less likely to finish daily tasks when distracted by their finances (Greensill)

**2.2x**  
 Employees are 2.2x more likely to leave for a new job if anxious about their finances

# Financial wellbeing goes beyond your finances

Those who take professional financial help, end up better, both in wealth and wellbeing



Professional financial help

## Wealth

**21%** more pension wealth

**39%** more financial assets

**19%** greater pension income per year

**£47k** average monetary benefit after 10 years

## Wellbeing

**44%** feeling more confident about managing their money

**42%** felt they were making the right financial decisions

**28%** feeling secure about having a financial plan in place

**10%** feeling less stressed about the future.

**20%** feeling better educated about finance

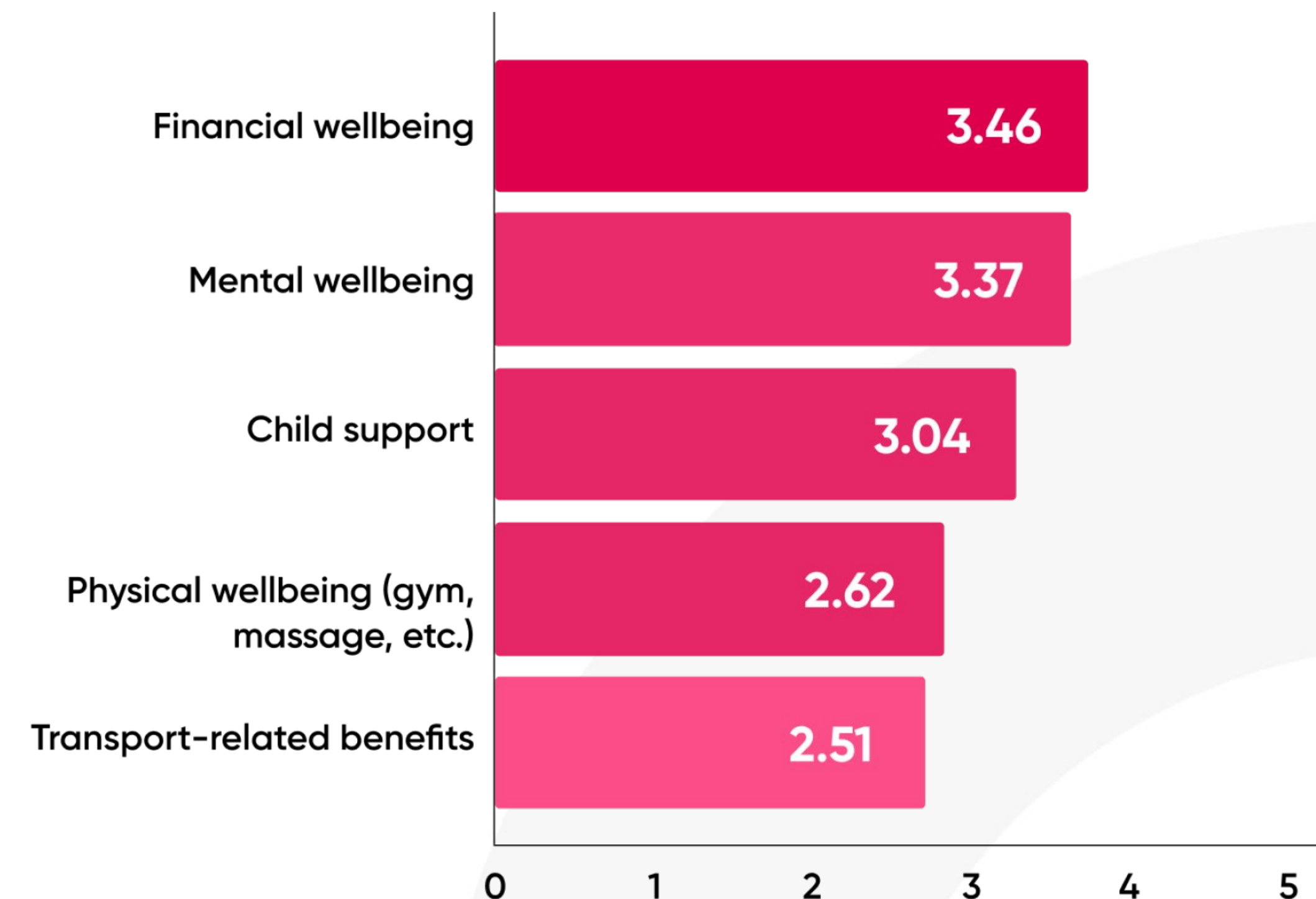
We estimate that improving employee financial wellbeing is equivalent to a **13% - 26% salary uplift.**

# Employees want financial wellbeing support

Employers are twice as likely to offer mental wellbeing programmes as financial wellbeing programmes, yet financial wellbeing programmes were ranked as the top most important employee benefit.

National research shows that an overwhelming 88% of respondents said that a financial wellbeing programme was at least 'somewhat' important to them.

The benefit schemes employees want most

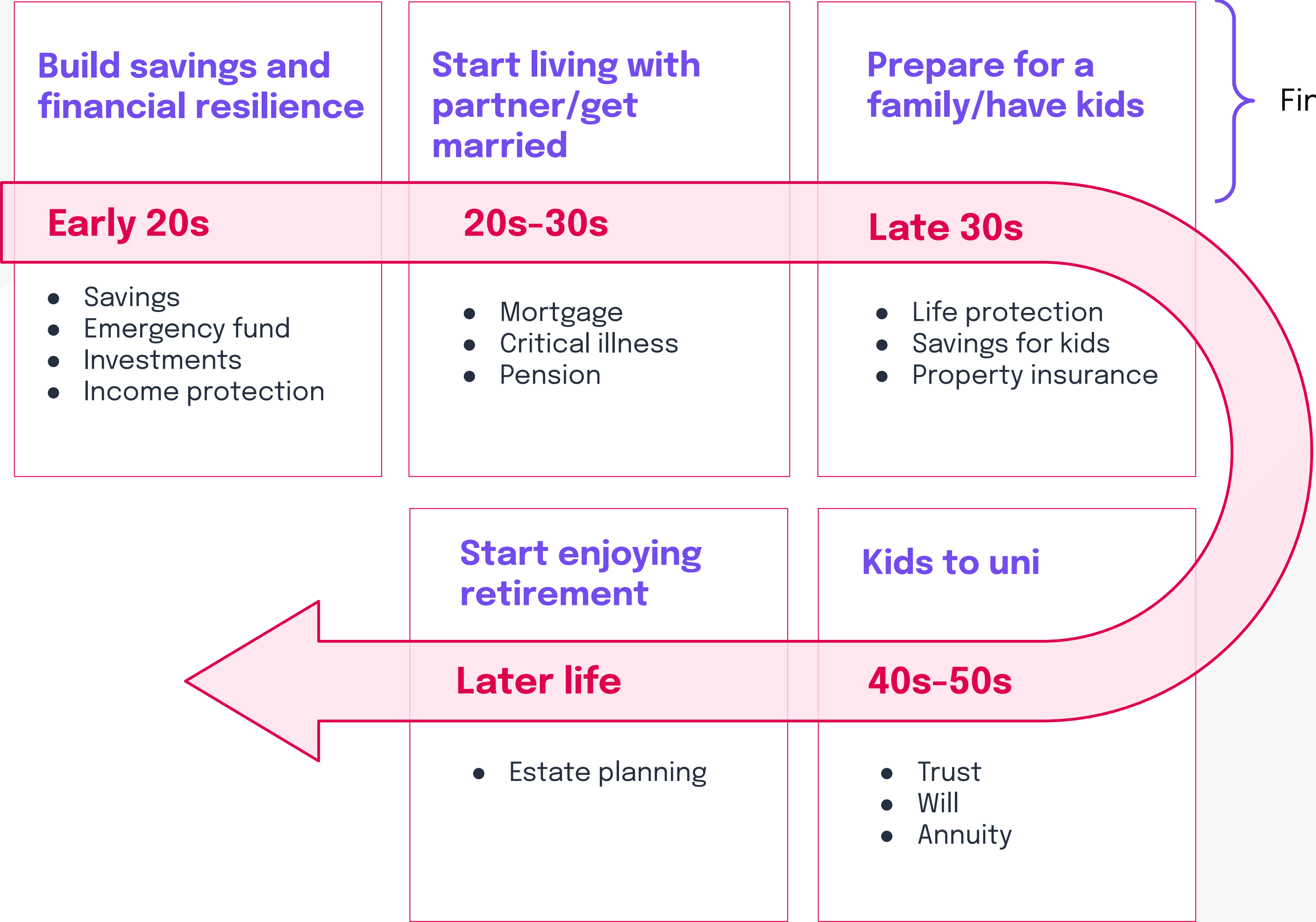


# The **benefits** to employers

# We can support your whole team, together



A typical employee



**In addition...**

- **Yearly end of tax year-related questions**
- **Unexpected events at any age:**
  - Redundancy/unemployment
  - Accident/illness/injury
  - Repay debts
  - Overcome negative financial behaviours and poor financial wellbeing
  - Receive windfall/inheritance/ work bonus/higher salary

# Financial wellbeing supports your D&I initiatives

Female and BAME employees have less financial confidence, are less likely to save and invest, and face various inequalities when it comes to salary, pensions, funding and wealth gaps. They are also being disproportionately impacted by the COVID pandemic and cost of living crisis.

**5x**

Female employees are 5x more likely to suffer from anxiety, and 6.7x with depression due to financial matters

(StepChange)

**52%**

of employees who identify as BAME have reported mental health issues due to financial concerns

(Mind 2021)

**34%**

of professionals from racially diverse backgrounds say their salary won't cover their mortgage, rent and energy bills (27% of those from White backgrounds said the same)

(People Like Us, 2022)

A financial wellbeing programme can help to address these inequalities by providing tailored knowledge, tools and support.



# Support your team where they need it most

Financial wellbeing means something different to each employee. Claro can support the specific needs and financial goals of every employee, from debt to retirement, savings to investing, and everything else in between.



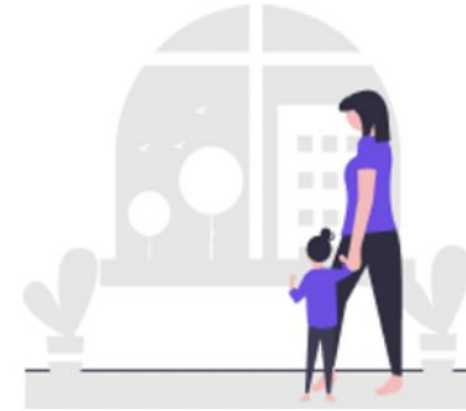
## Boost your financial confidence and wellbeing

Financial stress taking a toll on your wellbeing? Discover how to improve your relationship with money, take control, and feel secure.



## Manage money and relationships

Talk through money's role in your relationship – either with or without your partner.



## Strengthen your family finances

Planning for your child's future? Learn how to set your family up for success.



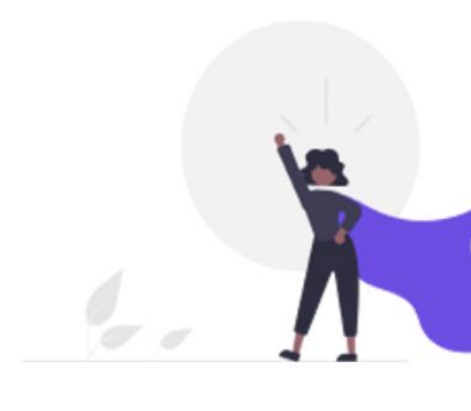
## Manage your money for people and planet

Care about people and planet? Find out if your finances align with your values.



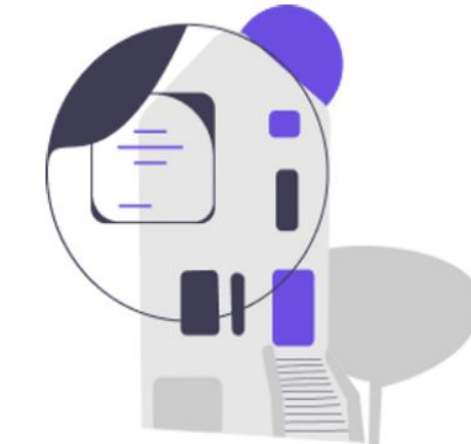
## Start investing

Build your knowledge and confidence and discover the habits you need to invest for the long term.



## Become financially resilient

Insurance, emergency funds, wills – discover what you need to set aside to handle life's curveballs.



## Get your first home

Want to own your own home? Learn where to start and how to get financially prepared.



## Achieve your lifestyle goals

A new home, a wedding, a holiday – we're all saving for that one big thing. Learn how to reach your saving goal.



## Level up your investing

Dipped your toe into investing and know the basics? Discover how to take it to the next level.



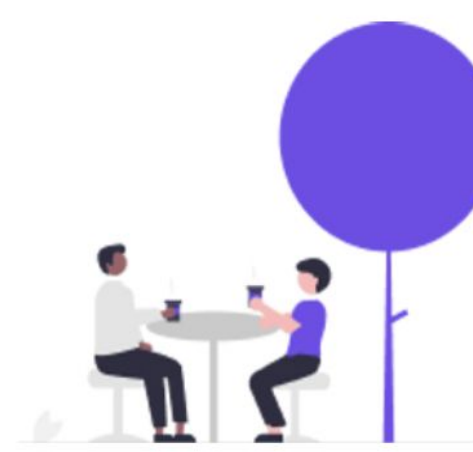
## Master your budget

Relieve the stress of living paycheck-to-paycheck. Learn how to manage money, audit spending, and save money.



## Invest in property

Interested in making money from property? Learn the asset class's pros and cons.



## Plan for your retirement

Get your finances in order – wherever you are in your career – so you can have the retirement you want.



## Become a savvy saver

With inflation slowly eating away at our savings, learn how to optimise your savings strategy to get the most bang for your buck.



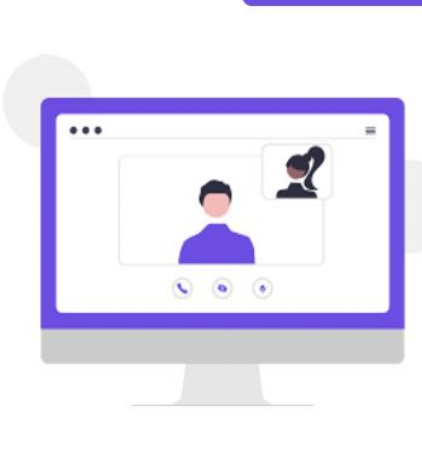
## Learn to talk about money at work

Learn how to talk about money with your employees or your manager.



## Sort out your debts

Identify why you are in debt, the difference between good and bad debt, and build a plan to get out of debt. Then, build new savings habits for avoiding debt in future.



## Bespoke: 1-2-1 on a topic of your choice

Employee financial coaching sessions can be completely tailored to their needs in fully bespoke sessions.

Bespoke

# Financial wellbeing is a core enabler for your business

The ripple effects of a financial wellbeing programme across your business...

Improved productivity  
and engagement

Increased uptake  
of other benefits

Attract and retain  
great talent

Higher pension  
contributions

Improved understanding  
of healthcare plan

Develop a  
market-leading,  
inclusive culture

Improved understanding of overall  
remuneration package, equity  
plans, insurance and other rewards

Time savings for HR,  
management and  
leadership teams

# Your employees will feel listened to and cared for

**Financial wellbeing means something different to each of us. It's personal.**

Claro's financial wellbeing programme will help you to get to know your team on a new level, and build stronger relationships as a result.

As well as their financial stresses and concerns, Claro can help you to understand your people's needs, goals and dreams, for both now and in the future.

So, a financial wellbeing programme not only supports your people with their money matters, it shows them that they matter too.



# Meet your team's financial experts

# What is a financial coach?

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“ A financial coach is a qualified and experienced professional who collaborates with and guides their clients to reach their financial goals.

The process is personalized and non-judgmental.

Financial coaches provide support, encouragement, accountability, and the tools to help people make informed decisions. ”

# Meet the coaching team at Claro



Rachel



Sarah



Mike



Stacey



Abby

- **1,200+ hours** of financial coaching
- **38+ years** of experience in financial advice
- **50+ years** in financial services industry
- 3 **qualified** financial advisers
- Experience in **UK, Europe, Australia and the Middle East**



The London Institute of Banking & Finance



# What **Claro** can offer

- 1-2-1 financial support for every employee
- Team Talks on the things that matter most to your team
- Team Workshops - Interactive group financial session for the whole team
- Leading budgeting and goal settings tools via Open Banking
- On-demand financial educational content
- Exclusive tools & rewards to take control of your finances.

# Team Talks (Webinars)

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- **1 hour session**
- **Teams questions answered**
- Delivered **online**
- Recording and resources shared
- **Tailored to the needs** of your employees
- Measured effectiveness / **KPI** tracked

Most popular topic: “Cost of living crisis: tips and strategies to steer your personal finances”





# 1-2-1 Financial Coaching

- **45-minute** sessions accessible to every employee
- Claro **certified** financial coach
- **Confidential space** for your employees to build tailored plans
- Improve individual financial wellbeing



## Meet our financial coaches

1,200+ hours of Claro financial coaching delivered  
38+ years experience in financial advice  
50+ years in financial services industry

[Book a coaching session](#)

1

## Select a topic for your coaching call

Filter topics

Most popular Wellbeing Investing Property Budgeting Debt

**Boost your financial confidence and wellbeing**  
[Learn more](#)

**Sort out your debts**  
[Learn more](#)

**Master your budget**  
[Learn more](#)

**Manage money and relationships**  
[Learn more](#)

**Start Investing**  
[Learn more](#)

**Get your first home**  
[Learn more](#)

**Learn to talk about money at work**  
[Learn more](#)

**Plan for your retirement**  
[Learn more](#)

2

## Select a date and time for your call

Stacey Lowman  
[View bio](#)

**Manage money and relationships**  
⌚ 45 minute session

September 2022    < >    Tuesday 20th September

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

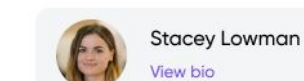
9:30am  
10:30am **Confirm**  
2:30pm  
3:30pm  
4:30pm

3



## Your booking is confirmed!

You will receive an email shortly with the details of your call



### Manage money and relationships

📅 Tuesday 20th September

🕒 10:30 - 11:15 am

#### About the session

In this session we'll aim to talk through money's role in your relationship. We will first aim to better understand how money currently effects your relationships and then look at ways of improving.

#### What you can do before hand

You should receive an email shortly with the details of your call

# Team Workshops

- 45 minute online workshops dedicated to **getting finance related tasks done**
- Led by a **Claro financial coach**
- Breakout room for confidential discussion with coach
- **Personalised dashboard** to manage tasks and progress
- Tips shared for **peer learning**
- Instant aggregated **stats & reporting**
- Participants can see the overall team stats for everyone taking part

**Finance Friday with Stacey**

Friday 26th August 10:30am Stacey Lowman

20:13 Time remaining

14 Participants

5/10 On top of money score at start of session /10 On top of money score at end of session

2/5 Tasks completed £156 Saved

**Active tasks** Add new task Submit tip

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What is Finance Friday? ▾

How do the sessions work? ▾

What tasks should I create? ▾

**Tasks**

17/25 Completed £2,058 Total saved

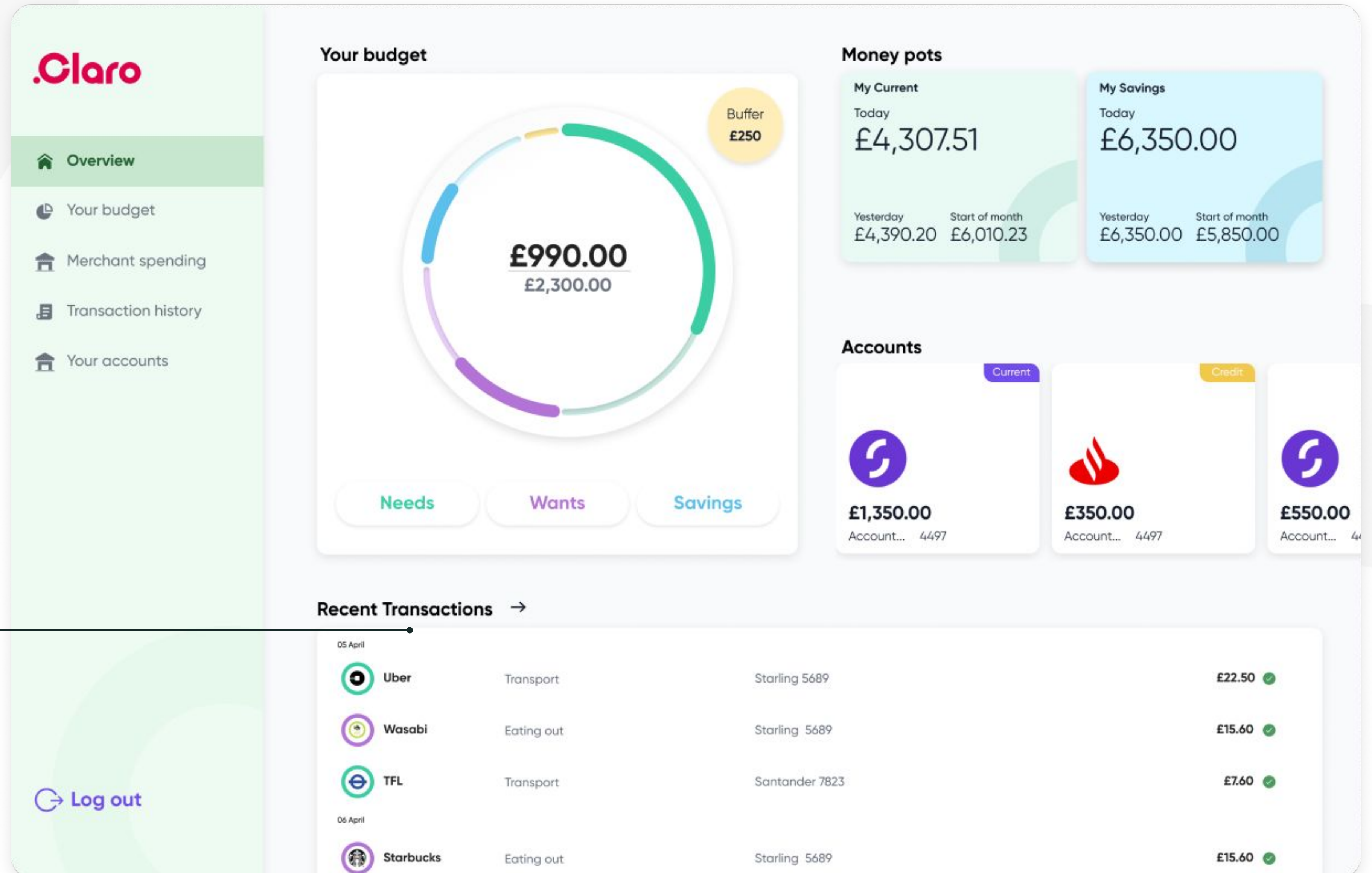
3.6/5 Avg. difficulty 4.1/5 Avg. length

# Budgeting

- Open banking technology
- Fully encrypted & secure
- 100% private from your employer



- See where your money goes
- Categorise your spending
- Connect your accounts & pots
- Set spending goals
- +more



# Financial Education Content

## Browse Claro's courses

These courses have been created by Claro's expert financial coaches and are designed to help you take control of your money!

### Course categories

All courses

Beginner friendly

Budgeting

Investing

Wellbeing

Debt



### Understand budgeting

Learn how to make the most out of budgeting. Discover tools to help you take control of your money and feel confident with your finances.

26% done

Continue



### Introduction to investing

Everything you need to know to start investing confidently. This course helps to simplify investing and remove the jargon we see around the topic today.

Not started

Start



### Improve your relationship with money

Money can be a big cause of worry and stress for many people. There are ways to help though, and this course aims to give you the tools needed to better that relationship.

Not started

Start

## On demand courses

Employees can complete interactive courses on specific areas of their finances in their own time.

## Quick reads

Employees gain access to exclusive premium content about finances that is tailored to them

## For all employees

Courses cover areas of finances that will benefit employees from new joiners to those approaching retirement.

## Constantly updated

When base rate changes or new employee benefits are added our content is updated regularly

# Tools & Calculators

## Easy to use tools

Access to all tools & calculators that your team needs from home buying to pensions, childcare and investing

## Answers to common concerns

In depth FAQs to support all the tools and other common questions around debt, home buying, pensions and more

## Advanced tools for savers & investors

For your team that's ready to take the next step our tools and calculators will support their plans from investments to tax.

**.Claro** ☰

### Saving towards a financial goal

Do you have a financial goal that you want to achieve? Whether you're saving for Christmas, a new home or a holiday, find out how much you need to save each month with our calculator.

#### Saving for a future goal

Find out the monthly savings you could make to reach your goal.

**£2,107.55**

This is how much you need to save per month to reach your goal.

Goal amount

£ 85,000.00

Existing savings for this goal

£ 7,000.00

Desired timeframe to reach this goal

Years 3

Months 0

Move the slider to see the impact of changing your existing savings amount.

Expected interest rate

Move the slider to see the impact of changing your timeframe.

#### What are you looking to find out?

Future value of my money

How to reach my target goal

This calculator is a tool to help you think about your options and does not constitute advice. If you do decide to invest, please remember that your investments can go up or down in value, and your capital is at risk.

#### What could your investments be worth in the future?

Have a play with our calculator. You can select different risk levels depending on how adventurous or cautious you want to be.

Remember that returns aren't guaranteed and your capital is at risk. No charges or taxes have been included in the figures.

#### FAQs

> I'm not sure where to start to save my money?

> Where should I start putting my money away?

#### Future value of your money

See what your money could be worth in the future. If you invested it.

Total Value  
**£39,368.05**

Existing Savings

£ 15,000.00

Monthly Deposit

£ 180.00

Savings Period

Years 7

Months 0



Choose the level of risk you're willing to take

Low

Medium

High

**How we make it happen together**

# Onboarding your team

The average employee assistance programme adoption rate is ~17%.

With Claro's onboarding programme we will work with your HR team to ensure the highest programme adoption of not only this benefits package but any others you would like us to support.

Typically our adoption programmes support pensions, insurances, healthcare, and rewards programmes very closely.

Webinars & monthly sessions can be discussed with your success manager at Claro to ensure a successful rollout



# Measuring the impact of our financial wellbeing programme

We engage your team before, during and after our partnership to ensure we are making a difference. Regular reporting is shared, discussed and acted upon. Data is aggregated and anonymised to protect the privacy of your people.

## Financial resilience

- ▶ Is your team struggling with debt or sticking to a budget?
- ▶ Do they have an emergency fund and appropriate protection in place?
- ▶ What are the top financial concerns affecting your employees?

## Financial wellbeing

- ▶ How confident does your team feel about their finances?
- ▶ Is their financial knowledge improving?
- ▶ Do they feel they are working towards their financial goals?

## Programme engagement

- ▶ How many attendees at each event? How did they rate the event?
- ▶ What is the uptake of 1-2-1 coaching sessions?
- ▶ What is the uptake of other workplace benefits, e.g. pension?

## Overall impact

- ▶ How satisfied is your team with the financial wellbeing programme?
- ▶ What has been the impact on turnover, attracting and retaining talent?
- ▶ Has the programme improved their overall work satisfaction?



# Reviews & Feedback

# Testimonials



"**Absolutely fantastic**, thank you Stacey. Previously any annual bonus I have received, has just been used to pay off some of my credit card debt. Using your tips, if I can plan my finances better, I will be able to use this on treating the family in the future. Thank you so much."

*Attendee from Santander, 2021*



"This is really bringing to light what I have been overlooking. **This presentation should become a quarterly session.** Really worth its weight in gold."

*Attendee from Santander, 2021*



## Wonderful thought provoking experience

"Stacey provided a valuable experience, she helped me focus on the right areas for my needs and provided some really useful links for me to further research that can guide and help me choose the right products to make my money work smarter for me. Claro offer a product that seems unique, helpful, focussed and invaluable. Many thanks."



## Exactly what I need

"Stacey is great, easy to speak with and super knowledgeable. I especially like how she got me considering different aspects of my financial health I had not considered. Very much looking forward to our continued engagement."



"Stacey... turned a potentially lightweight chat into a **shrewd, penetrating call to action.** I hope my successor invites you back soon!"

*Organiser, Leeds Arts University, 2021*



"Good tips and reminders at a time in which the entire financial climate is very unsure. Subject was delivered in a positive way and tips are very actionable and I have since applied to my own money management. It made me feel a lot more comfortable."

*Novos attendees, August 2022*



Smart Money People

4.82 rating  
350+ reviews

# Reviewed by the best

Claro has been reviewed in several news media outlets





# Stacey Lowman

## Head of Employee Wellbeing

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🌐 [clarowellbeing.com](http://clarowellbeing.com)