

HEALTH WEALTH CAREER

FROM TACTICAL TO STRATEGIC

MOVING TRADITIONAL
BENEFITS TOWARDS
FINANCIAL WELLBEING

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THE CURRENT SITUATION

Only 20% of employees are currently very satisfied with the range of benefits on offer¹

25% of workers admit that financial worries have impacted their ability to do their job²

Only 19% of employees are currently satisfied with the communication of benefits³



WHAT COULD IT COST YOUR BUSINESS?

Research by Barclays shows that financial stress can cost a company up to 4% of their bottom line⁴

45% say money matters are the #1 cause of stress⁵

In the UK stress leads to 15 million days off each year⁶

38% of employees look for better benefits when considering job changes⁷

Cost of turnover is £30k per employee⁸

THE FUTURE

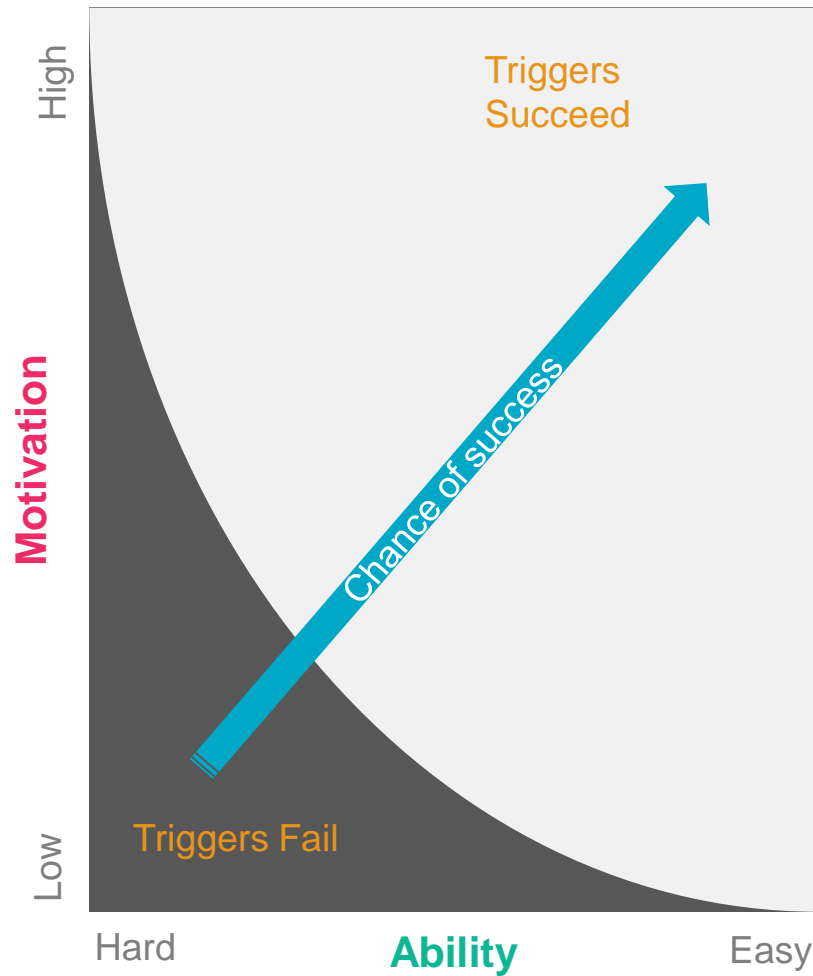
EMPLOYEES WITHOUT FINANCIAL CONCERNS ARE
ON AVERAGE **2.3% MORE PRODUCTIVE** WHEN AT WORK¹



EMPLOYERS OFFERING **FINANCIAL WELLNESS SOLUTIONS** TO THEIR
EMPLOYEES HAVE **22% MORE** EMPLOYEES WHO ARE **EXTREMELY OR VERY**
ENGAGED IN THE WORKPLACE²

DRIVING BEHAVIOURAL CHANGE

FOGG MODEL



BEHAVIOUR is influenced by:



MOTIVATION



ABILITY



TRIGGERS

Only when **all three** are sufficient will actions be taken.

TAKEAWAY:

1. Generate the need
2. Make it easy to action
3. Personalised, emotional & relevant communication

PROGRAMME FRAMEWORK



Control over the day-to-day

INCOME & SPEND

DEBT & LIABILITY

- Budgeting & automated savings
- Debt management
- Compare & save
- Tax & discount schemes
- Salary deducted loans



Capacity to absorb a financial shock

INSURE

PROTECT

- Insurance coverage
- Will writing
- Emergency savings plan



Freedom to make choices in life

FINANCIAL GUIDANCE

FINANCIAL ADVICE

- Financial planning
- Financial health checks/score
- At Retirement service
- Online resources
- Workplace seminars/clinics



On track for the future

SAVINGS

INVESTING

- Mastertrusts & bundled own trusts, Contract GPPs
- LISA, ISAs, GIAs, managed accounts
- Savings Club
- Pension income tools

DELIVERY VIA

DATA

INSIGHT

ACTION



DIGITAL



IN PERSON



TARGETED

HOW TO APPROACH FINANCIAL WELLNESS



DATA

Understand your workforce

- Draw **insights** from workforce data
- **Identify** the needs of employees



INSIGHT

Make it relevant, make it timely

- Employees expect **guidance** – What can they do?
- Information alone doesn't drive action – psychology matters
 - ✓ **Personalise**
 - ✓ Appeal to **emotions**



ACTION

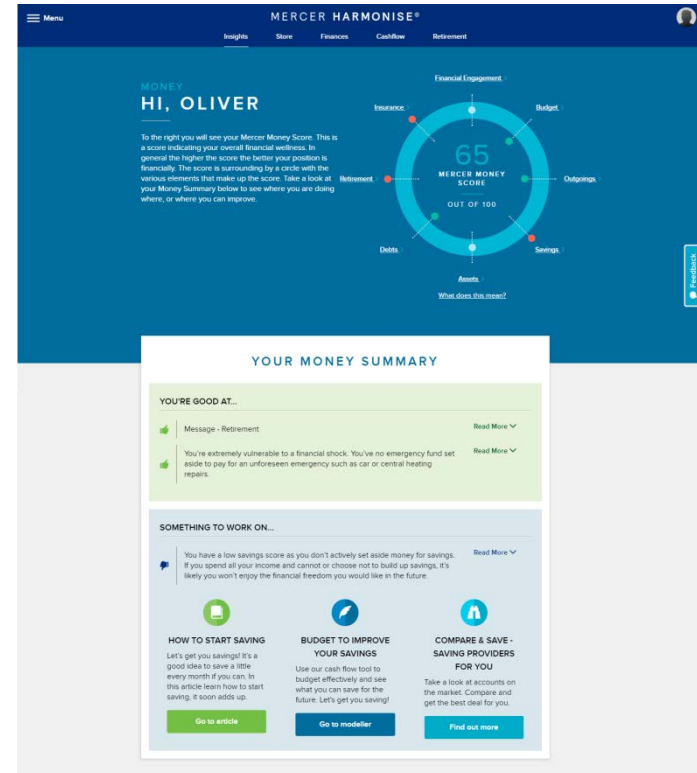
Let them take action immediately

- Reduce gap between **intent** and **action**
- Drive behavioural **change**

OUTCOME:
OVERCOME INERTIA AND INFORMATION OVERLOAD
TAKE POSITIVE, LIFE-CHANGING ACTIONS

A PRACTICAL EXAMPLE

- The power of recommendations tailored to the individual, not one size fits all
- Focus on both positive and negative aspects to give a balanced view, rather than focusing on just the negative
- Data and analytics for both the employer and employee
- Change in behaviour, rather than a once a year tick box exercise
- This is just one example based on the core principles of financial wellness



TARGETED COMMUNICATION EXAMPLE



TARGETED COMMUNICATION FINDINGS



STATISTICS

From the employers who have implemented this communications method so far:

67.9% of employees opened and viewed the video,
50% of these clicked the link to take more action

33.9% of all employees have taken a positive action
towards improving their retirement

FEEDBACK

“In the first day we had dozens of emails from employees requesting increases to the pension contributions, a great success already” *Pension Manager*

IMPLEMENTING A FINANCIAL WELLNESS PROGRAMME

DIAGNOSTICS

Diagnose workforce needs to inform design and maximise ROI

- Workforce analysis & diagnosis
- Current programme audit
- ROI analysis of current and potential proposed programme
- Data-driven business case

DESIGN

Design an implementable programme that's best for both employer and employees

- Strategy & programme development
- Provider selection & due diligence
- Legislative/regulatory considerations
- Roadmaps for employees

DASHBOARD

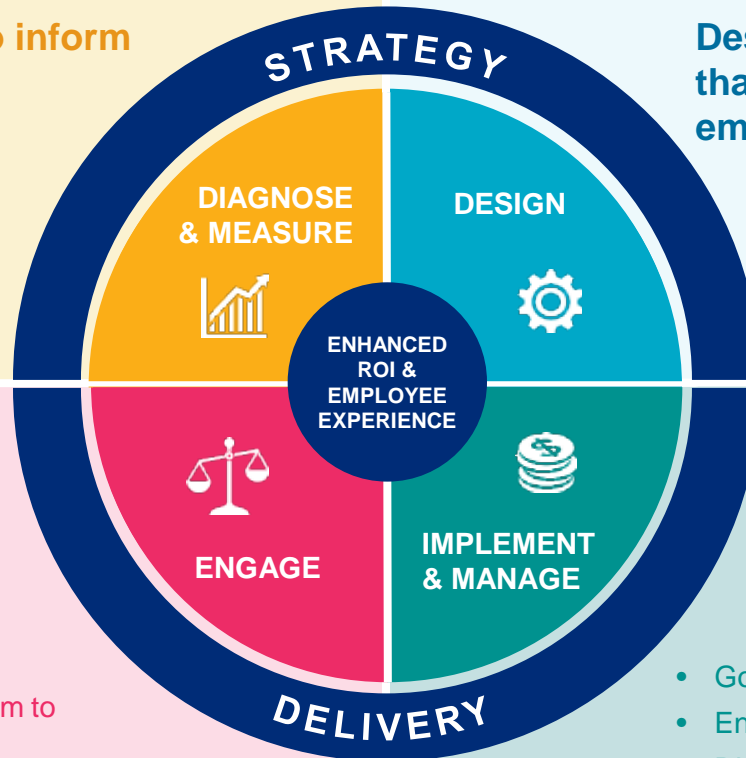
Demonstrate the ROI and employee satisfaction

- Real time workforce analytics dashboard linked to technology platform to measure improvements to wellness
- Measure ROI results over time

DELIVERY

Deliver a program: digitally, direct and face-to-face

- Governance & administration
- Engagement & communication
- Digital platform to facilitate positive action & outcomes



BUSINESS IMPACT

HIGHER EMPLOYEE ENGAGEMENT

Employers offering financial wellness solutions to their employees have 22% more employees who are extremely or very engaged in the workplace¹

IMPROVED PRODUCTIVITY

Employees without financial concerns are
On average 2.3% more productive when at work²



IMPROVED ROI ON BENEFIT SPEND

Spend on benefits that **employees will value**, and communicate effectively to ensure they understand and value the offering³

ATTRACT AND RETAIN TALENT

71% of employees say they are more likely to stay with their employer if it offers a good benefits package⁴

MAKE
TOMORROW,
TODAY



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