

# REBA Finwell 2019



Unilever

**Why did  
we do it?**

# Engagement.....

that supports our vision and values



## OUR VISION

#uniquelyunilever  
Start with pilots

## OUR VALUES

Integrity  
Responsibility  
Respect  
Pioneering



# Empower.... our workforce



We work to  
empower our  
teams

Much more to  
us than just a  
job title

Equip them  
with  
knowledge to  
make great  
decisions

Greater  
flexibility for  
our  
employees  
(pilot UFlex)

Understand  
the impacts  
of  
personalising  
reward

# Our shared vision with Wealth Wizards



**“Affordable  
and  
accessible  
financial  
advice.”**

Financial advice  
available to  
everyone  
inspiring  
societal change

**How did  
we do it?**

# Stakeholder engagement



Aligned with our  
wider business  
objectives

CHRO and  
Head Reward

Unique real-time  
total reward  
system

Getting positive  
responses

# Digital makes sense



For our multi-location and diverse employee population:

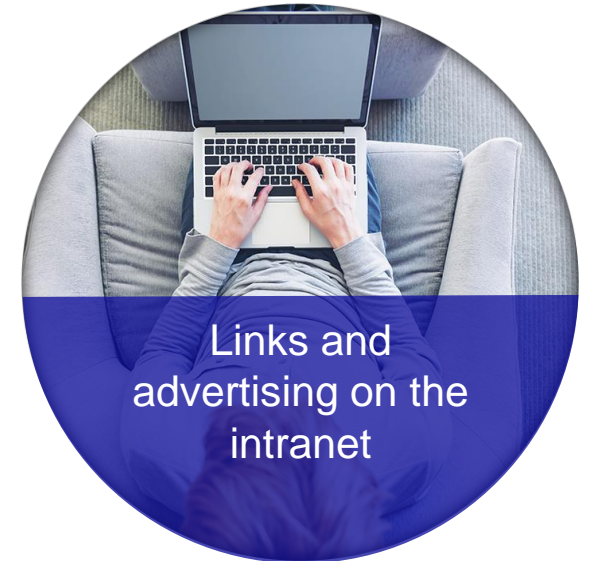
Fast and  
effective

Enables data  
gathering and  
analysis

Personalised  
approach to  
improving  
individuals  
financial well  
being



# Roll out strategy



**What  
were the  
results?**

# Easy... Compelling MI to act upon



**The MI gathered as part of our pilot showed us a need to focus on:**

Managing  
regular spending

Building up a  
cash buffer in  
the event of a  
financial  
emergency



Helping people  
plan for  
retirement

Breakdown of  
demographic  
differences and  
which services  
would be most  
appreciated  
(investment &  
pension advice)

# Financial Wellbeing Analysis



**The slides that follow give an assessment across five key areas.**

Scores are initially converted into Good, Average and Poor groups. A rating score from 10 is then awarded based on the percentage of employees being scored as “Good”. These ratings are colour coded as:

**>8/10**

**4-/10-  
7/10**

**<3/10**

## **SPENDING HABITS**

This reflects the proportion of employees having a good handle on managing their disposable income. The key measure for “Good” is that there is money remaining each month after all spending.

## **COPE WITH CRISIS**

This measures employees’ ability to pay an unexpected bill, from savings. “Good” is based on having more than 3 month’s wages saved up.

## **MANAGING DEBT**

This reflects the ability to repay debts, with no default on payments. “Good” is based on having no debts at all, or repaying all debts on time.

## **ABILITY TO SAVE**

This measures the capacity of employees being able to put money aside each month. “Good” is based on those who are saving regularly and are focused on building up savings.

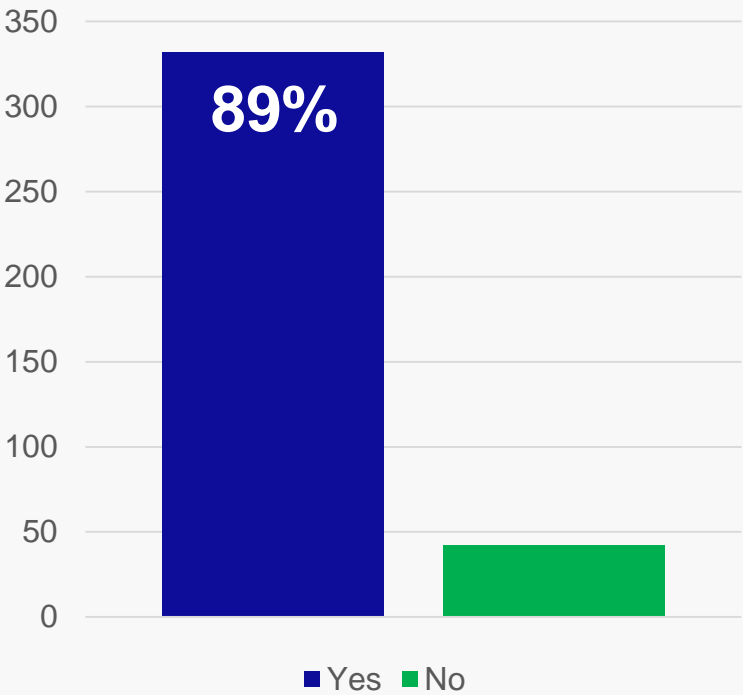
## **STANCE ON PENSIONS**

This is based on employees’ commitment to saving into pensions, based on their entire working life – not just their time working at the Company. “Good” is awarded to those who have always paid into a pension scheme.

# User Feedback

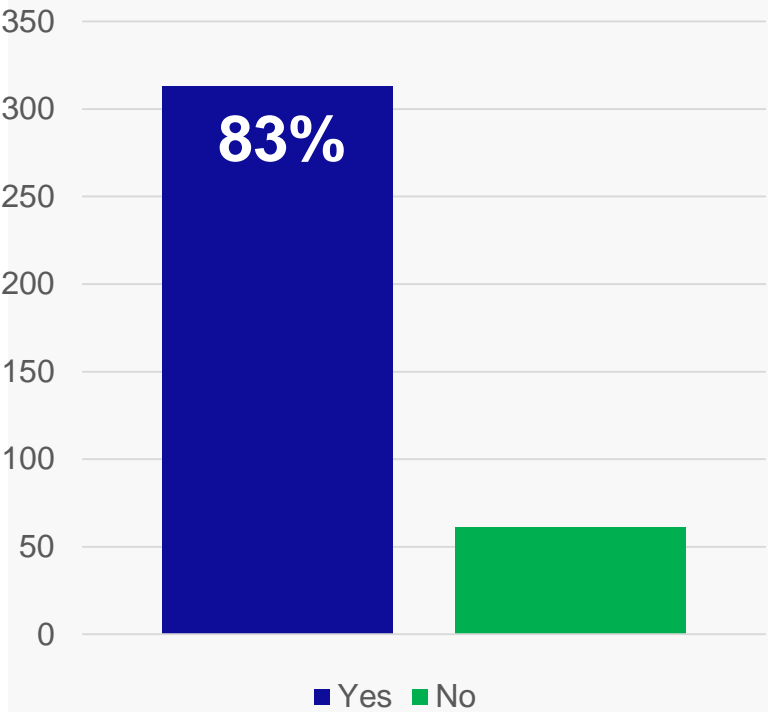


## FURTHER EDUCATION?



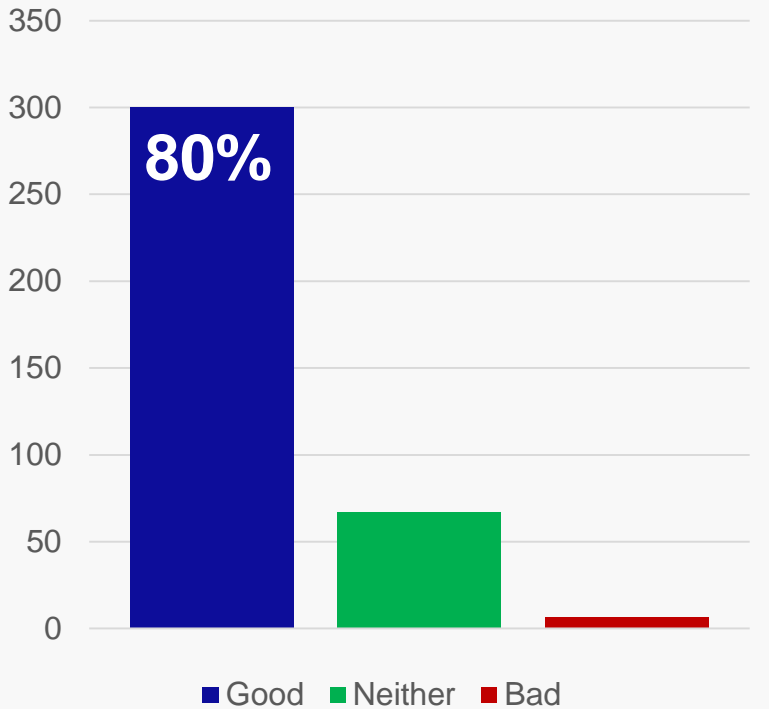
Do you feel you would benefit from further education?

## USEFUL?



Did you find this useful and would you use it again?

## ENGAGEMENT



How did you find engaging with a digital financial education tool?

# Thank you

Name of Presenter



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