

a case study

how just-in time, supportive messaging increased engagement in financial health solutions



the company

established:
2008

industry:
construction

no. of employees:
600+

the challenge

- Assessment showed only 50% of their employees believed that company cared about their financial wellbeing.
- Spanish & English speaking employees, many of whom either don't access information via company email. There was a need for communication that reached all employees in a format that everyone would read.
- Employees were not utilizing many of benefits that company offered. They want employees to recognize that they are providing benefits to help increase their overall wellbeing.



Maria Diaz,
HR Director

We want to include benefits that are in line with our culture. It's important that our employees know that we care about them.



Money challenges play a big part in their mental health. I loved the nuggets & nudges providing important resources.



auto enroll - the secret sauce

it's not just for your 401k plan anymore

90% auto-enrolled employees still receiving texts after 12 months

68% engaging with key benefits & resources

what employee tell us...



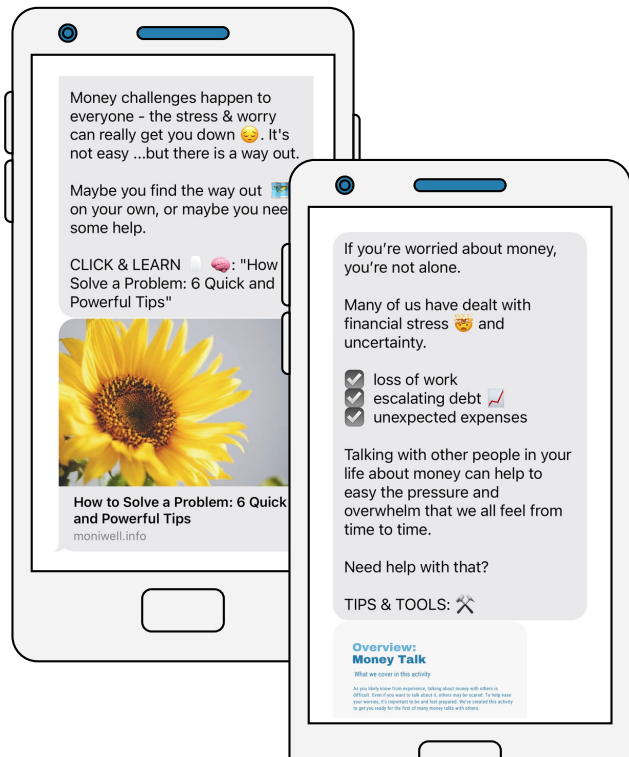
It's been a extremely valuable experience.



It's positively impacted how I think & feel about money.



I would recommend it to someone else.



our solution

Science-backed, technology driven, psychology first nudges

Auto-enrolled employees receive just-in-time text messaging.

Supportive resources and tools to build their confidence, connection, and control around money.

questions? team.moniwell@moniwell.com