

Case study

How a key pharmaceutical company helped its UK employees make the right pension choices



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 this decision could cause worry and stress among employees
- The trustees had already prepared comprehensive information for employees
- However, they recognised that pension information can be complex and difficult to understand
- Our client wanted to ensure that employees fully understood the information so they could make an informed decision
- Impartial education and an independent voice was very important to our client to help employees help themselves



The aims

- Provide peace of mind by helping to employees exactly what these changes meant for them
- Bring the issue to life with live forums and Q&A
- Enable employees to book and attend events easily
- Ensure our delivery met the very high standards set by the client



Our actions

- Designed bespoke content addressing the change, reasons why, what this meant for employees, the new defined contribution pension and explained the actions required by colleagues
- Delivered a programme of live webinars to give employees the opportunity for a Q&A
- Employees given the opportunity for a Q&A
- Webinars recorded for those unable to attend



Results

- Over 1,900 employees booked to attend a live webinar – 38% of their workforce
- Demand for our webinars was so high we added additional sessions, both pre and post-consultation
- We received 100 questions from employees about the changes, these were fed back to the client in order to include them in their consultation process
- Employee feedback on webinars: “very clear and easy to understand, questions were well handled.” “Thank you so much for answering my questions”
- Our client was delighted - they felt our independent voice allowed employees to receive an unbiased message about the changes and options, and helped to allay concerns about the process
- Feedback on Close Brothers from our client’s senior rewards team “an excellent partnership...very professional, responsive and a pleasure to work with”
- This exercise was so successful it led to a wider financial education programme, helping their colleagues to raise financial awareness and how to use their employee benefits to support and improve their wellbeing



5,000
employees
in the UK



11
Sites



Consistently named in Glassdoor's
Best Places to Work



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

