

SUMMARY

Udemy: Designs Responsive and Successful Financial Wellness Program

THE CHALLENGE

Headquartered in California, Udemy has over 900 employees worldwide. It is the largest destination for teaching and learning online. Though Udemy already offered a robust benefits program, it wanted to increase its support for employees' personal financial needs because they identified financial wellness support as a top request across all employee populations. As a result, Udemy looked to expand employee access to solutions for a wide range of money matters from taxes to life planning and more.

THE SOLUTION

Udemy partnered with Origin, a personal financial benefit platform provider, to roll-out a comprehensive financial wellness program. The program included financial wellness education as personalized employee guidance and professional support. The program was designed based on an analysis of employee demographics, critical personal financial concerns, and additional areas of support.

THE RESULTS

- The program reduced the burden of Udemy's HR team, which had fielded requests for support previously.
- In just a few months, the program became Udemy's most utilized new benefit with employees reporting high rates of satisfaction related to their experiences with the program.

CASE STUDY SOURCE

www.useorigin.com