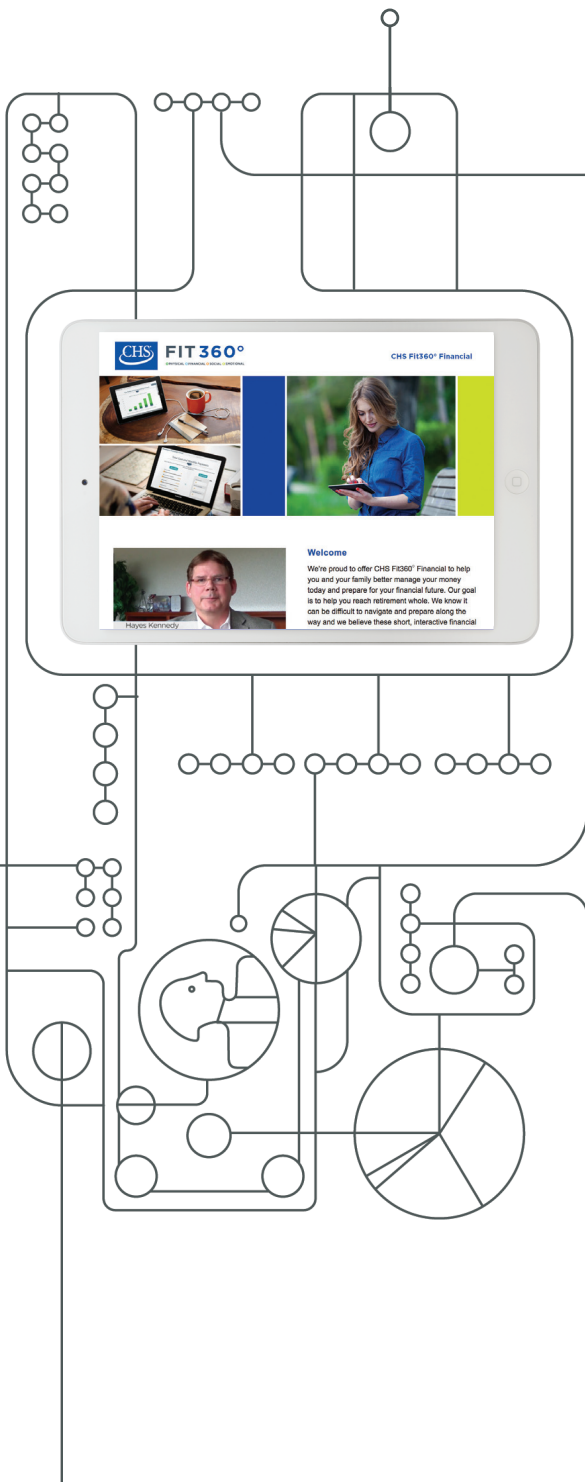


# Helping Business Partners Find ROI in Financial Wellness:

*Advanced Capital Group Helps Companies Improve Employee Financial Wellness With EVERFI's Financial Education*



## **The Challenge**

Advanced Capital Group (ACG) is a financial partner offering investment advice and retirement plan management to companies ranging from Fortune 100 employers to small businesses. Minneapolis-based ACG understands the increasingly complex financial world we live in. With scores of surveys showing how personal financial stress affects employee performance, finding a modern solution to help ACG's clients navigate the financial wellness needs of employee populations had become a business priority. With EVERFI as their financial education partner, ACG can focus on their clients, showing them the business case for financial education and how it can help company margins.

## **The Process**

ACG partnered with EVERFI to create a custom branded site for CHS to fit in with the Fit360° program, an employee wellness program. ACG leads program management, strategy, and goal setting on behalf of CHS for Fit360° Financial. CHS has a diverse workforce and offers a full suite of financial wellness resources to their 12,000 employees who are spread across numerous geographic locations. CHS knew that it needed a financial education program to add to their wellness offerings in order to promote their retirement plans and could not rely on a one-size-fits-all approach. Program outreach and engagement had to be customizable for different locations – all in an inviting and scalable way for learners.

EVERFI's online platform allows CHS to reach its widespread population – on their own time – via mobile devices and tablets. Focused around CHS' benefits package, the self-guided program serves up personalized learning based

on employees' interests, including buying a home, building emergency savings, financing higher education, or planning for retirement.

To launch the program and drive participation, CHS mobilized a network of 90 employee advocates working at production plants and other facilities to create buzz on the ground at various locations. ACG and CHS worked together to pilot the program, equipping the HR team with a toolkit of promotion pieces, including a webinar, PowerPoint slides, flyers, posters, newsletters, and an iPad giveaway incentive.

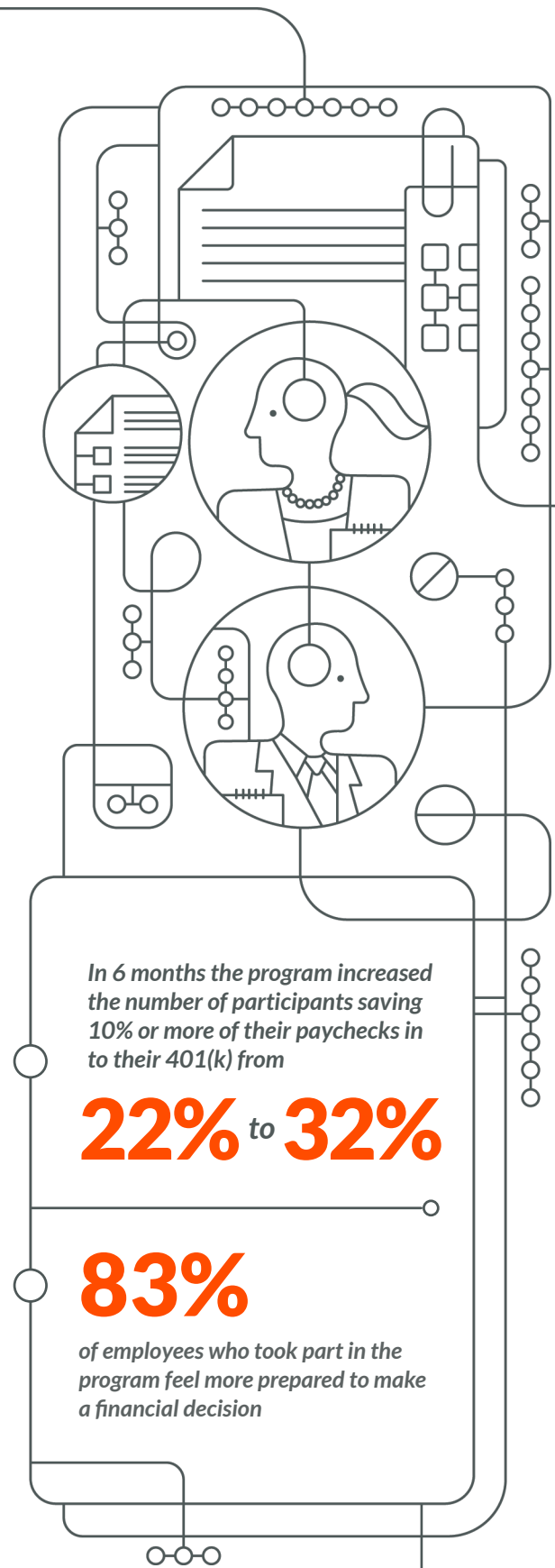
### **The Results**

Since its launch in September 2017, the financial education program has consistently returned compelling results thanks to strong employee participation and ACG's ROI analysis and wellness scorecard, which is part of their offering to clients. After just six months, the program has increased the number of participants who are saving 10% or more of their paychecks in to their 401(k) from 22% to 32%, while also diversifying their retirement portfolios, and improving their employees overall financial wellness. This improvement offers CHS costs savings if employees retire early or on time. ACG knows that employees are more likely to retire early or on time if they are financially aware of the retirement options and the amount they need to retire.

ACG also included a feedback survey to rate the effectiveness of the program. An overwhelming 83% of employees who took part in the program said they feel more prepared to make a financial decision after taking EVERFI's financial education. For example, Shelley Lutes, Innovation Manager at ACG reports that, "we've received positive comments from employees and best of all, we're hearing that employees are taking actions like opening a 529 plan, saving more for a down payment on a house, having a conversation with their spouse about finances, and reviewing their retirement plan investments. We've seen positive movement overall in terms of financial wellbeing."

#### **ROI That Delivers**

"The value that we get from the EVERFI program stands out. It's a component of what we deliver to our clients so, for us, it completes a spectrum of what we can offer them," says Charles Langowski, principal and CEO of the firm. "Companies are looking for answers. Providing financial education is a participant service, and also a business service. Bringing this research and strategy to both parties that need it – in a holistic way – is a huge plus."



**Learn more about EVERFI Financial Education at [everfi.com/FinEd](http://everfi.com/FinEd) or call (202) 871-9292.**