

Employer Case Study

From Stressed to Secure: Transforming Financial Well-being at Work

A major telecommunications organization faced a challenge: their widely diverse employee population was stressed due to money strains, especially given the turbulent economic conditions. They needed a financial well-being program that would meet each employee's unique needs and positively change behaviors around money without selling products or services.

Their Need

After reevaluating their EAP and benefits, the client discovered they didn't offer a benefit that would help employees manage financial health.

MSA's Solution

MSA created an unbiased, holistic financial well-being solution, providing personalized coaching that's rooted in behavioral change, a digital platform, and guided and self-help resources. They also offer *many* on-site trainings, events, and webinars for locations across the country.

The Results

With the support of C-Suite champions and MSA's Customer Success Management team, program efforts have been outstanding:

-  14.3% utilization across all program features*
-  45% increase in financial well-being scores*
-  94 Net Promoter Score (NPS) for employees working with a coach*
-  21% increase in work productivity*
-  \$1,900+ decrease in debt*
-  50+ point improvement in credit score*
-  2% of salary increase in retirement contribution*



MSA Client: Major Telecommunications Organization

Employees: 70,000+

Main Office: Bellevue, WA

Locations: 6,400+

Challenge #1: Accessibility

Many locations and different work schedules made arranging benefit communications difficult.

Solution: MSA's robust benefits communication guide and calendar solved the problem of what, who, and when.

Challenge #2: Benefit Integration

This client's ideal partner would be able to integrate their benefit with other existing company benefits.

Solution: MSA's program integrates an employer's benefits package, boosting utilization of benefits like 401k, student loans, etc.

Challenge #3: On-site Events

This client's many locations needed a more robust on-site education package.

Solution: MSA's program allows for adding as many educational events as needed. MSA happily supports 20 events per year for this client.

"[My Money Coach] was great! He set clear expectations during the call, committed to those expectations, and wasted no time to dive right into educating me about strategies. I enjoyed the experience and I have faith that I'll be able to follow the practical steps he provided."

– MSA Member

Major Telecommunications Employee

* My Secure Advantage, Inc., 2023. Average based on MSA member self-reported data, when working with a coach on this specific issue, from 1/1/22 – 12/31/22. Testimonial provided by member of MSA. They did not receive compensation of any kind for their statement.