



AI powered financial wellbeing

AI is transforming how we live and work, and we're embracing that change.



Powered by AI, your people can ask their money coach a question and receive impartial, validated, and up-to-date education and information on their money – giving your people a safe space to navigate the world of money and build their skills.

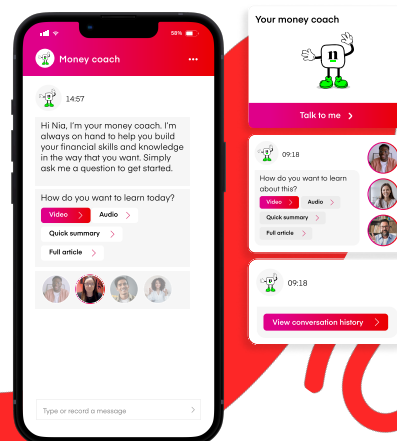
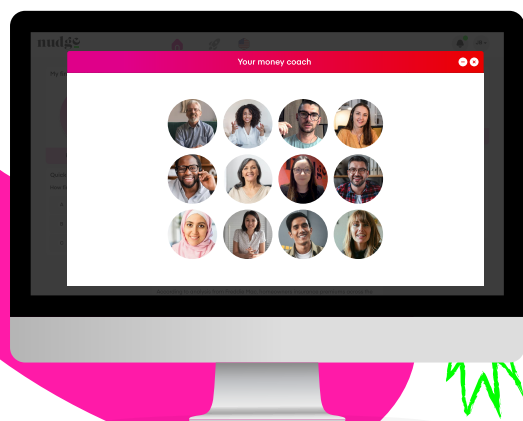
When combined with our education in the feed, timely nudges, and masterclasses, the money coach helps you drive action on finance and your benefits at scale.

What's more, as the world becomes increasingly litigious, nudge's full audit trail provides you with visibility, governance, and peace of mind.

Key features

Accessible 24/7

Your people can ask their money coach a question and receive impartial, validated, and up-to-date education and information about their personal finance needs and interests anytime, anywhere, and in the language of their choice.



Localized expertise

All education sourced by the money coach is created by our in-house team of personal finance experts who are locally accredited, giving you peace of mind that there is no outsourcing, and your people will not be given false, conflicting or misleading information.

Impartiality

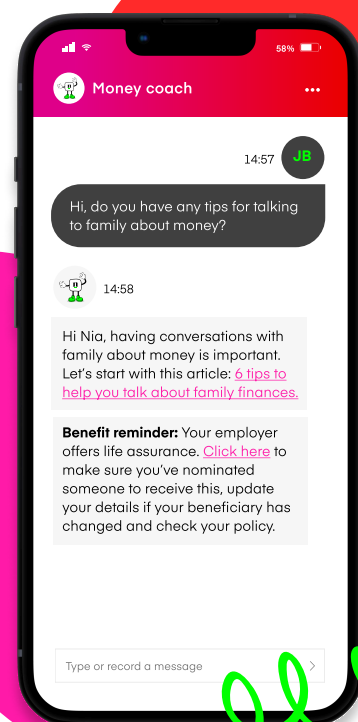
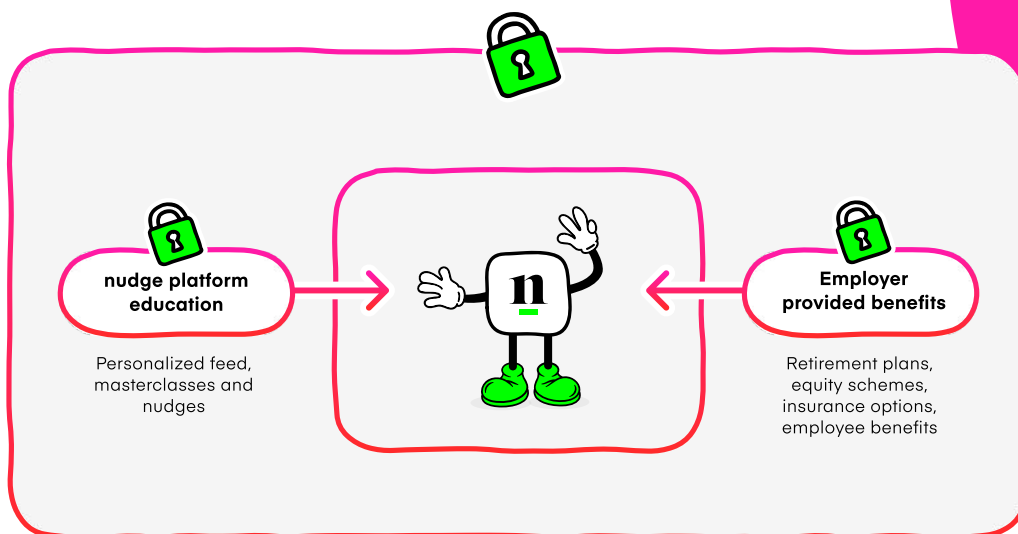
Unlike open AI solutions – the education sourced is quality, accurate and validated by our global team of personal finance experts. These experts train the money coach, shaping its conversations and responses with trusted knowledge across investment strategies, insurance, benefits, and tax planning, while setting guardrails and testing parameters to ensure quality.

Reward and benefit integration

Essential to drive benefits uptake, the money coach integrates all company benefits information. Within the context of the employee's question and responses, the money coach can source relevant benefits in their answers to increase visibility and adoption.

How the money coach provides education

The money coach only draws information from trusted, validated sources to ensure compliance – whether that's financial education from the nudge platform or benefit information from the employer (e.g. total reward statement integrations via API).

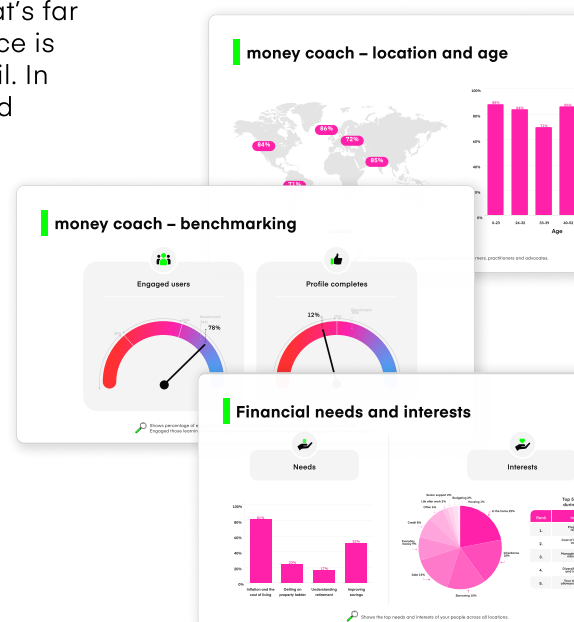


Security and governance

We ensure 100% compliance in the education delivered, something that's far more difficult to guarantee with a human coach. Because the experience is fully digital, every interaction is logged, giving you a complete audit trail. In today's increasingly litigious environment, this level of transparency and governance is essential.

Insights for HR

Access anonymous, aggregated data on how employees engage with the money coach—covering top financial topics, usage patterns, and satisfaction levels. Delivered via your nudgenomics dashboard, these insights help you refine your program, respond to emerging needs, and save time through more efficient, data-driven decisions, all without accessing any personal or identifiable information.



Supporting your AI journey

nudge offers a flexible and transparent approach to integrating AI into our clients' solutions, recognizing that every organization is at a different stage in its AI journey. The platform is designed to support a wide range of AI adoption strategies with a focus on trust, adaptability, and consent.

This client-first, ethically grounded AI approach reinforces nudge's commitment to responsible innovation and long-term partnership success.