Financial Wellness

WORKPLACE PARTICIPANT ENGAGEMENT

Inspire workers to take control of their financial lives with workplace campaigns to encourage account upgrades, financial assessments and budgeting tool engagement.

New account experience campaign

Give workers a glimpse of their new account experience with workplace materials that create awareness, promote account upgrades and encourage web registration.
Financial Wellness Assessment campaign

The Financial Wellness Assessment is a recommended first step and helps participants get actionable tips to improve their financial wellness.
Plan a Budget budgeting tool campaign

Calling attention to the Plan a Budget tool will remind workers that managing day-to-day finances is an important part of achieving financial wellness.

Plan a Budget tool lets you:

- Manage your personal finances and budget in one place
- Track your spending by category
- Get a consolidated view of bank and credit card accounts

Log in to your account at prudential.com/online/retirement

Don't have a web account? No problem. Select Register Now.

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Each of your employees has different financial needs and communication preferences. The financial wellness campaigns are designed to help you connect them to the tools that can help them achieve improved outcomes.

Contact your Prudential representative or visit prudential.com/wellnesseffect to learn more.