



Employee Wellness is in their Genes

In Fall 2020, Levi's Canada was looking to implement a financial wellness program to help their Canadian employees build the habit of saving money and equip them with a short-term emergency fund. Inspiration for the program, named Red Tab Savers, came from a similar program they had launched with their employees in the United States.

Key Requirements for the Project

- 1 Help employees develop the habit of saving money and build an emergency fund through an inclusive program (meets the needs of their diverse workforce);
- 2 Deliver the financial wellness program through an easy-to-use mobile application which passes all security and compliance requirements;
- 3 Roll-out and maintain the program quickly and efficiently with minimal time required from the Levi's team;
- 4 Automate incentive payouts and eligibility checks from within the app.

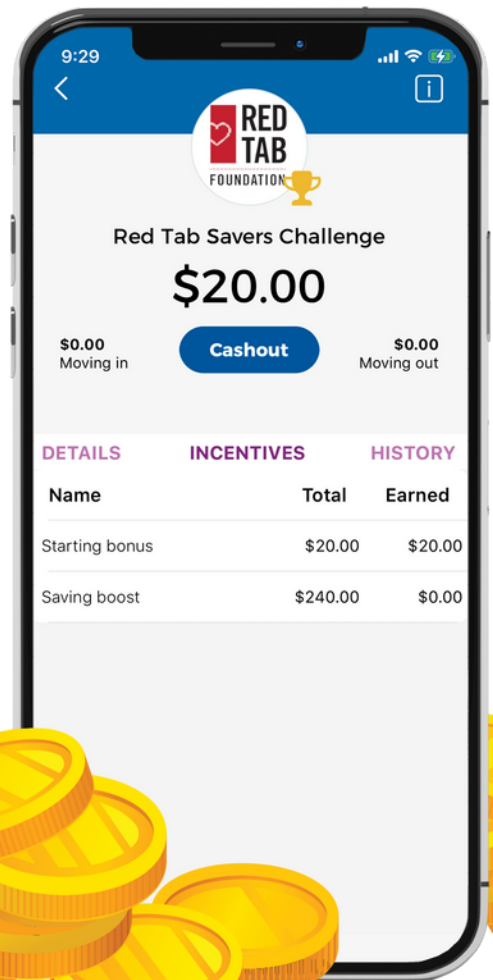
With the ongoing global pandemic, employees were even more financially stressed, which made the timing to launch the program critical.

Program and Solution Design

Shortly after completing Levi's security and compliance checks, the QUBER team delivered a customized programs and efficiently onboarded over one hundred Levi's Canada employees.

The program included:

- A no-fee digital savings account;
- A match-based savings program;
- Automatic incentive payouts;
- Personalized financial literacy and nudges;
- Save to Win contests;
- Dedicated customer support.



Key Outcomes from the Program

According to the program sponsor at Levi's, the pilot project turned out to be one of the easiest, most effective programs they had ever rolled out. It yielded an impressive return on investment in a very short period along with the following results:

- **87% of Levi's employees** said they would have never saved as much money if it hadn't been for QUBER, meeting the primary objective of the project;
- On average, employees **save \$200/month** before employer incentives;
- Employee retention rates for the QUBER program **doubled** between the pilot project and full launch for all eligible employees;
- The complete rollout of the program was completed in **a few days**, including employee eligibility checks, branding, and configuration;
- QUBER became an **extension of Levi's team**, handling 100% of employee requests, also delivering automated insights and reports to measure and improve the program effectiveness;
- **The successful pilot project led to a strategic, long-term partnership between Levi's and QUBER.**

"We love working with QUBER. I think they have been incredibly responsive, they have been great thought partners for us about how we can continue to grow the program and serve our clients even more effectively. But they're also really fun to work with, it's been pretty seamless and one of the easiest program implementations I've ever done."

Jenny Calvert Rodriguez
Executive Director,
Red Tab Foundation at Levi Strauss & Co.



Click on the video above to see Jenny's thoughts on working with QUBER!

