

Udemy invests in their number one asset: Employee well-being

Comprehensive money management as a benefit

Customer profile

Udemy is the world's largest destination for teaching and learning online. Headquartered in California, Udemy has over 900 employees globally and serves more than 40 million students and over 70,000 instructors in 180+ countries.



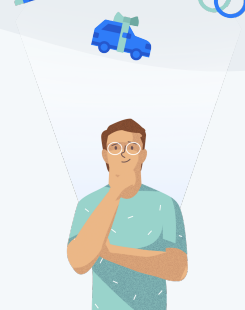
900+ Employees

Intro

Udemy sought to expand their employee benefits programs to support employees' personal financial needs by delivering access and solutions for all money matters from taxes, to stock compensation, life planning, and more. Udemy also aimed to identify a critical partner for the Total Rewards team to navigate employee requests for personal financial questions.

Summary

Udemy partnered with Origin to deliver a modern, holistic Financial Wellness benefit to all benefits-eligible employees and to drive value for the Total Rewards program around employee finance, tax, stock compensation and equity, and benefits support.



Challenges

Udemy identified financial wellness support as a top request across all U.S. and International employee populations. Like most employees across industries, the COVID-19 pandemic and related uncertainty, increased the need for personal finance guidance for Udemy employees as well as personalized support from their People teams. Providing recommendations for employee financial planning is complicated, and often includes questions outside of the scope of expertise and appropriate engagement for internal teams.

Additionally, while personal financial challenges impact productivity, engagement, and satisfaction across all employee populations, not helping employees in these areas incurs cost and time burdens for the company. It is estimated that financial stress costs employers \$1,900+ per employee per year*, so for a high-growth employer such as Udemy, addressing financial wellness is a high priority initiative.



59%

Of employees say that money is their #1 source of stress



72%

Of employees worry about their finances while at work



\$1,900

Estimated cost of financial stress per employee per year

“Origin is a true partner to the Total Rewards team at Udemy. Origin acts as the single place for our employees to manage anything with a dollar sign in front of it. This benefit is beloved by our employees who are navigating finances at every life stage.”

- Emily Duff, PHR | Benefits Partner, Udemy



How the Origin benefit helped

Udemy partnered with Origin, a personal financial benefit and Total Rewards platform provider, on a mission to improve the financial lives of every employee, everywhere, in mid-2020. Origin engaged with Udemy to address key areas of concern for their employees, including cross-team financial wellness education, personalized employee guidance, and professional support for all things money and total rewards, as well as to reduce the risk and burden on the Total Rewards team of supporting employee personal financial needs.

Origin worked with Udemy's Total Rewards team to understand the employee population demographics, critical personal financial concerns, and additional areas of support. Udemy has a diverse employee population with a wide range of benefits including mental health, 401(k), stock options, medical benefits, remote worker programs, and more.

Origin completed a streamlined discovery phase to determine opportunities for financial planning guidance for employees to optimize their existing benefit programs. As part of this effort, Origin identified benefits relevant for employees' financial plans and equipped Origin Planners to assist with addressing benefits questions in the context of both Udemy's current benefits and each employee's financial goals — a sophisticated approach to delivering holistic support to complex ongoing employee requirements.

Delivering cutting-edge employee financial planning and money management technology as well as access to professional Certified Financial Planners for personalized 1:1 support in the context of their total rewards and compensation is a core pillar of the Origin Benefit.

“In just the first six months of launching Origin, one-third of our U.S. employees have signed up for the benefit and actively engaged with a Certified Financial Planner. Origin is well on its way to being our most utilized well-being benefit.”

- Emily Duff, PHR | Benefits Partner, Udemy



Results, return on investment, and future plans

Udemy launched the Origin platform and programs starting with U.S. employees in mid-2020. Initial participation shows over **32% U.S. employee** user activation within the first 6 months since launching in July 2020.

In addition to usage, Udemy employees have continued to share positive feedback on their experiences with Origin, granting an overall satisfaction rating of 9.67/10, with a 93 Net Promoter Score.



32% +

US Employee adoption in first 6 months



93

Net Promoter Score



9.67 / 10

Employee Satisfaction Rating

As Udemy's partner for employee Financial Wellness, Origin also delivered targeted educational programming via company-wide virtual sessions hosted by Certified Financial Planners. This included two Financial Wellness workshops on Personal Finance and End of Year Planning, as well as ongoing financial assistance to help keep employees happy, healthy, and on the road to financial success.

With a focus on supporting every employee, everywhere, Origin and Udemy also engaged with an initial international employee cohort across global locations such as Ireland, with plans to expand international support further in 2021 and beyond.

By adding the Origin program to the Udemy benefits suite, Udemy is supporting employees end-to-end on money matters.