

About Digital Detox



Digital Detox is a humanity-led digital agency harnessing technology to benefit people and the planet.



Employs 50 professionals.



Digital Detox have a goal to create future-proofed products with the right technology, in the most digitally sustainable way.

Employee Benefits Profile



- The Operations team at Digital Detox carefully listen to the needs of employees and are in tune with the company culture surrounding benefits and their environmental impact.
- Wellbeing is a long-standing priority at Digital Detox with employee benefits being a large contributor to providing that support.

The Challenge

- Due to financial influences and events from Covid-19, Digital Detox wanted to help their employees become more financially resilient.
- Digital Detox wanted to change pension provider, citing low employee engagement due to lack of communication, technology and accessibility from the provider, leading to a disconnect.



The Cushon Solution

Digital Detox were able to find alignment with Cushon in two ways, a sustainable and planet-friendly lens and an engaging, digital delivery.

At the same time as launching the pension scheme, Digital Detox launched the Cushon workplace savings benefit, providing employees with ISA products and financial wellbeing collateral and content.



Cushon's app-first approach provides Digital Detox employees with visibility and control of their pension pot.



CushonMe nudges and bespoke pension communications keep employees engaged and on track with retirement goals.



A structured communication and onboarding campaign was planned and executed for both the pension and workplace savings launch. This carefully highlighted the benefits of the different ISA products, as well as the personal financial and environmental advantages of the sustainable pension.

The Outcome

Cushon has helped Digital Detox employees in three ways:

- increase engagement levels with the pension
- build emphasis on financial resilience
- getting employees comfortable with saving and investing to meet short and medium-term goals



65%
app download rate

70%
engagement rate with
financial education webinars



Their Testimonial

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We have partnered with Cushon to be our new workplace net zero pension provider. This further affirms our ethos of focusing on people, the planet and technology and will help us with more responsible investing.

Our team members can now save for retirement on a platform they are excited to engage with, that cares for the planet as they do, and that aligns with their core values - all without compromise on returns.

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