PRICEWATERHOUSECOOPERS

Case Study

In 1998 PriceWaterhouse chose clarity to provide financial advice to their senior staff as an employee benefit. Prior to that time advice had been provided in-house. Shortly after this appointment PwC was formed by the merger with Coopers and Lybrand. The new company also recognized that, having a large number of people employed at a senior level, providing individual advice would allow them to focus on their work, removing the distraction of attending to their own complex financial affairs. In this PwC was well ahead of its time; many employers are only now, more than fifteen years on, recognizing the need for such provision.

In order to meet the needs of these senior employees clarity was contracted to provide two hours of advice per annum to all directors, some 800, and to all partners, some 1000 at that time. To complement this a web-based newsletter was created covering topical issues with emphasis on complex PwC- specific information, on a quarterly basis, to help individuals with their investments choices. Regional office presentations were also included to cover hot topics as they occurred such as pensions changes. As with all of clarity's clients, all members are given an additional benefit in that all investment and pension transactions are carried out on a nil initial commission basis. This collectively uses the buying power of the PwC partners and directors alongside clarity's other Group clients.