CASE STUDY

Anthony Gold Solicitors lay the foundations for stronger pension engagement

Cushon's holistic launch strategy empowered Anthony Gold Solicitors' employees to gain a stronger understanding of both their pension and broader financial health and wellbeing.

Results at a glance

Since Anthony Gold Solicitors joined Cushon:

67%
of employees have downloaded the Cushon app

40%
of employees have transferred previous pension pots

↑ engagement
with employees attending one-to-one sessions and quarterly webinars

Build a feel good future

Anthony Gold Solicitors' challenge: How do you drive engagement when your provider won't?

If Anthony Gold Solicitors had to describe their relationship with their previous pension provider in one word, it would be 'uncommunicative'. Even when employees reached out with questions, they often heard nothing back.

With a growing commitment to investing in employees' financial health and wellbeing, Anthony Gold Solicitors' management team knew it was time for a change.

They needed a pension provider that would match their own commitment to employees – making pensions easier to understand and engage with, while supporting their wider financial wellbeing.

THE SOLUTION

A holistic vision... and a plan to achieve it

Three things stood out to Anthony Gold Solicitors about Cushon:

- A user-friendly app
- A broader focus on financial wellbeing
- A hands-off switchover

Cushon also had a clear plan to build awareness and engagement ahead of the new pension scheme launch – and keep that momentum going afterwards.



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User-friendly app

Employees can now engage with their pension in just a few taps on their phone, giving them an easy way to check and manage their pension without needing to go to the management team with everyday questions.

2 Financial wellbeing



Employees have access to financial education covering a range of financial topics beyond pensions, supported by webinars, virtualone-to-ones and in-person site visits.

3 Hands-off switchover



Cushon handled every aspect of the launch, and the account management team was on hand to address any questions or concerns throughout the process.



CUSHON'S IMPACT

Building an environment where pension engagement can be the default

Anthony Gold Solicitors only launched their new pension scheme with Cushon in January 2026, but they are already feeling the difference. 67% of employees have downloaded the Cushon app and 40% have transferred previous pension pots.

A growing number of employees are also looking at increasing their pension contributions – a clear sign that they now feel much more confident about their pensions and broader financial health.

> **We have received outstanding feedback about Cushon from across the firm. Our staff are genuinely pleased with the move, and the transition has reinforced that we made the right decision. This was a significant investment for us, so choosing the right partner was essential. Cushon have delivered exactly what we needed: expertise, reassurance and a seamless experience from start to finish. We could not have asked for a better partner. Thank you, Cushon.**
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> Sarah Naffine, Head of Human Resources



About Cushon

Cushon is a UK-based workplace pensions and savings provider, part of the WTW group and dedicated to helping people build a better financial future through smart, engaging technology.

Operating as part of WTW, Cushon delivers intuitive, digital-first pension and savings solutions through the workplace, integrating seamlessly with payroll and benefits platforms. By offering a straightforward way to save into pensions, ISAs and other products directly from pay, Cushon helps employers enhance the financial wellbeing of their workforce.

- **20k** Employers using the Cushon platform
- **£5bn** Assets under management
- **800k** Members saving with Cushon
- **4.5** Trustpilot Score

*Accurate as at August 2026

To learn more about Cushon, visit www.cushon.co.uk

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