CASE STUDY

Purpose-led law firm Withers & Rogers finds its pension match

Cushon's focus on communication, financial education and ongoing support dramatically boosted engagement among Withers & Rogers employees.

Results at a glance

Since Withers & Rogers joined Cushon:

77%
of employees have downloaded the Cushon app

46%
of employees have transferred previous pension pots

60%
of employees have attended live webinars

Build a feel good future

Withers & Rogers' challenge: Reversing the trend of poor engagement

With a pension scheme that was challenging to administer and low employee engagement, Withers & Rogers saw an opportunity to strengthen this important part of their generous employee wellbeing package. Employees needed more support to feel confident making decisions about their financial futures.

Withers & Rogers decided it was time to find a new pension provider.

THE SOLUTION

An education-led approach to retirement saving

It was immediately clear that educating employees about their pension was extremely important to Withers & Rogers. So, Cushon put this at the heart of its approach:

- Webinars and one-to-one meetings
- Purposeful financial education
- Improved access and visibility



1

Webinars and one-to-one meetings

Group sessions and one-to-ones proved very popular with employees, helping them get grips with pension basics. Many attendees also took the opportunity to ask questions they'd had for years.



2 Purposeful financial education

Withers & Rogers has a dedicated point of contact who shares financial wellbeing content regularly. Content is designed to be simple and practical, helping employees build their financial knowledge at their own pace.



3 Improved access and visibility

Cushon's app puts employees' pensions at their fingertips, making it easy to check and manage their savings whenever they want to.



CUSHON'S IMPACT

Giving employees the high-quality pension scheme they deserve

Since the switch to Cushon, Withers & Rogers' employees are much more engaged with their pensions. 77% have downloaded the Cushon app, 46% have transferred in old pensions, and 60% have attended live webinars or one-to-ones.

Withers & Rogers' employees also reported a greater appreciation for the importance of saving for retirement, and are using what they're learning about financial wellbeing to plan towards both their short-term and long-term savings goals.

> **Cushon is a great pension provider to work with. They stay in constant communication throughout the process of switching and nothing is too much hassle, especially if our colleagues want to understand how to make the best use of Cushon's many features and tools.**



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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