



Espresa
Powering Great Workplaces®

CASE STUDY



Nielsen

Inspiring Total Well-Being
Everywhere with Lifestyle
Spending Accounts (LSA)

[espresa.com](https://www.espresa.com)



“Delivering on employee well-being journeys is vital to supporting Nielsen’s culture and organizational goals. We have many benefits that help us accomplish that.

Espresa has been instrumental, first with our global BRG initiatives and then recently with our launch of ‘Nspired Wellness’ LSAs. We need partners who, like us, think further outside of the box.”



Tom Moran
VP, Global Benefits & Mobility, Nielsen



Nielsen is a global leader in audience measurement, data, and analytics, shaping the future of media. Measuring behavior across all channels and platforms to discover what audiences love, they empower clients with trusted intelligence that fuels action.

THE PROBLEM

Nielsen was going through a significant brand identity shift to support its transformation and focus on the global future of media. In that process, they also redefined their strategy and commitment to innovation for all people. That included their own - an international workforce of 15,000+ in over 45 countries. They had many disparate point solutions, however, they lacked the global support required for scalability and the addition of other complimentary programs.

Because Nielsen was focused on digital- and global-first solutions, they sought a well-being partner they could expand to support their mission, and with analytics built-in.



THE SOLUTION

Nielsen sought to further enhance its culture and inclusivity values by adding Espresa's Lifestyle Spending Accounts (LSA), which provide flexible benefits to its workforce worldwide while continuing to support its evolution as a global leader.

Modular, expansive, and offering Value on Investment

With LSAs, Nielsen's people benefits team could simply roll out a robust and meaningful reimbursement plan. Reducing their point solutions to a Espresa's modular platform saved them time, money, and while reducing app-fatigue.



Jackie Good
Global Well-Being Manager
Nielsen

"Espresa is extremely flexible, which is critical when launching a new benefit like LSAs. Nielsen leads the benefits pack and embraces the flexibility that allows us to continue to grow our programs in years to come."

Flexible, people- and data-driven

Nielsen critically examines its whole-person benefits, celebrating every voice to help drive growth. That's why they added their new 'Nspired Wellness' LSA based on their pillars of well-being, including a new doula program that supports beginning- and end-of-life.

No configuration and expansion limitations

Nielsen's LSA has driven employee engagement in new and unexpected ways.

Four pillars of wellness

- + Emotional
- + Social
- + Physical
- + Financial

15,000+ eligible employees

- North America
- Latin America
- Africa
- Asia Pacific
- Europe

'Nspired Wellness' Wallets Use, 2024



98.5%
Member
Satisfaction
Score



Espresa

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Globally supporting people

Nielsen is deeply committed to its people and culture. By starting with diversity, equity, and inclusion, they set a dynamic foundation to add culture-changing benefits like Lifestyle Spending Accounts (LSA) to further emphasize their celebration of every voice.

With their rebrand, Nielsen was able to work closely with the Espresa team to seamlessly transition to a fully customized and on-brand solution. In partnership with Espresa, Nielsen introduced a new era of equitable and people-first benefits that offer them the level of analytics and data they look to provide their own clients.

"We're very grateful for the product, the product's flexibility, and the team who works as hard as we do! It tells us that for any challenges we may face in the future, it looks like Espresa will be our go-to. It's been so simple and quick.

Plus, I have employees coming to me with ideas on what they want to see. That's how you know a program is really taking off."

- Jackie Good, Global Well-Being Manager

Espresa is Powering Great Workplaces® with personal benefits people love.

Driving global employee engagement programs, Espresa is inclusively available in all languages, time zones, and currencies. And, with Espresa LSA Plus™, companies can power flexibility and freedom of choice with integrated total well-being, recognition, and community in a single app.

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