



EMERGENCY
SAVINGS

The Power of Payroll: Driving ‘Sticky’ Savings Behaviors with GXO’s New Emergency Savings Benefit

May 2025

Executive Summary

Over the past few years, it has become increasingly common for employers to recognize the importance of [workplace emergency savings benefits](#) in supporting their employees’ financial wellness. GXO Logistics is a global leader in supply chain and logistics solutions. They have been part of the leading edge of this movement as a member of BlackRock’s Emergency Savings Initiative (ESI), collaborating with Commonwealth to launch and promote Fidelity Goal BoosterSM as an emergency savings tool within its suite of workplace financial benefits.

GXO supports the financial security of its 21,000+ U.S.-based employees in 37 states and has grown rapidly since becoming a standalone company in 2021. In October 2023, GXO integrated its payroll system into Goal Booster as an emergency savings benefit to make it easier for employees [to establish consistent savings behaviors](#). After a five-month pilot testing period, Goal Booster was introduced to the entire U.S. footprint with a multi-channel communications campaign and a \$50 incentive — both of which were instrumental in driving employee take-up and savings behaviors.

GXO’s workforce includes associates who work in offices and distribution centers. More than 80% of GXO’s employees work in “non-wired” roles, not performed [in an office setting with a computer and access to email](#). Across the U.S., non-wired



CHALLENGE

Meet a need for emergency savings and effectively reach all employees in a supply chain and logistics context to engage with the new benefit.



APPROACH

Start with limited pilots to learn best practices for promoting a new emergency savings benefit, then roll it out to the entire U.S. footprint with a continuously available \$50 incentive designed to reward consistent savings habits.



SOLUTION

Integrate GXO’s payroll systems with Goal Booster to facilitate easy, recurring savings and deploy multi-channel internal communications campaigns tailored to reach all job types and sites.



RESULTS

After promising pilot engagement, GXO launched Goal Booster to more employees in April 2024. By November 2024, over 400 people had contributed to Goal Booster, totaling more than \$320,000. As of April 2025, these figures rose to 480 employees and \$640,000 in savings.

workers represent an estimated [60-70% of the total workforce](#), and over [90% of companies](#) employ non-wired workers in some capacity. Benefits leaders we partner with under the ESI often report new benefit engagement can be challenging when trying to reach every employee. One year after GXO's first pilot, more than 400 employees have used Goal Booster to set up recurring payroll deductions and deposited more than \$320,000 in liquid savings. These promotional efforts led to an increase of over 300% in total Goal Booster engagement — from only 99 employees enrolled at GXO as of October 2023.

GXO's status as an existing Fidelity Investments plan sponsor for their retirement plan was a key

consideration in offering the Goal Booster tool. Employees already saving for retirement in their GXO-sponsored Fidelity 401(k) accounts were familiar with the brand. For those not yet saving for retirement with a 401(k), starting with short-term savings in Goal Booster could increase their familiarity with Fidelity and potentially ease the transition into long-term retirement savings. GXO opted to add payroll integration to Goal Booster in October 2023, enabling employees to save a portion of each paycheck directly toward customizable savings goals. Following this payroll integration, GXO and Commonwealth have collaborated to promote awareness, uptake, and usage of Goal Booster to [support employees saving for emergencies](#).



Our Shared Goals

1

SUPPORTING EMPLOYEES

Provide a high-quality emergency savings tool as an alternative to 401(k) loans or hardships, personal employee loans, and earned wage access (EWA) tools to better support the financial wellness goals of GXO employees.

2

INCREASING EMPLOYEE AWARENESS

Effectively reach all employees to build awareness about this emergency savings tool, including “non-wired” employees who do not work at a computer and do not regularly access email.

3

ENABLING EMPLOYEE ENGAGEMENT

Encourage consistent emergency savings behaviors to help employees build up their emergency savings and use those funds when needed.



Partnership Overview

To achieve our partnership goals, Commonwealth collaborated with GXO in the following activities:



SUPPORTING EMPLOYEES

GXO and Commonwealth developed a comprehensive list of employee benefits and financial tools available to GXO employees, including the GXO 401(k), EWA, and personal loan benefit vendors. We also studied the Goal Booster sign-up experience and then created communications materials that helped guide new users through setting up their new account.



INCREASING EMPLOYEE AWARENESS

GXO and Commonwealth designed and tested emergency savings-focused communications materials that would be visible and relevant across all job types and work sites. These materials included printed flyers, digital signage, emails, talking points in recurring employee meetings, and in-person site visits by GXO Benefits leaders and plan adviser representatives. We also translated written communications materials into Spanish to widen language accessibility.



ENABLING EMPLOYEE ENGAGEMENT

GXO sponsored a continuously available \$50 incentive for every U.S. GXO employee who sets up a new account through Goal Booster with a recurring payroll deduction of at least \$5 per paycheck. We featured details about this incentive, the importance of saving for emergencies, and Goal Booster's product features in communications materials distributed across the entire U.S. GXO footprint.

Adding a New Solution to GXO's Benefits Landscape

GXO surveyed 21,000+ employees based in the U.S. with the aim of better understanding how the company's benefits offerings matched the needs of its employees. The survey revealed that covering an unexpected expense was a significant concern across a wide range of income levels, highlighting the need for an emergency savings benefit and prompting GXO to add Goal Booster to its benefits offerings.

A workplace emergency savings benefit is well-suited to helping employees prepare for unexpected expenses because it provides instant access to funds in an emergency at no cost to the employee. GXO employees already had access to a wide range of benefits when facing an unexpected expense. These options included: 1) the GXO 401(k) Plan, with options to take loans and

hardship withdrawals; 2) earned wage access; and 3) personal loans.

Goal Booster was designed to help employees achieve their savings goals, including emergency savings. The platform has many features that align with worker preferences in [prior research conducted with DCIAA](#). Users set up a custom goal specifically for emergency savings and save directly from their paycheck through Goal Booster. The account available for emergency savings, the Fidelity® Cash Management Account, has no fees, competitive interest rates, and easy access to funds, including a debit card. We emphasized these features as well as the [portability](#) of an employee's account—employees own their accounts and keep the funds even if they leave the company.



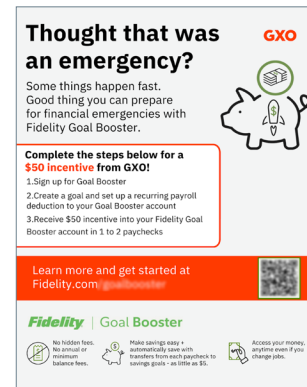
Raising Awareness

To reach a considerable population of non-wired workers with information about this brand new emergency savings benefit, we utilized internal communications tactics [beyond email](#) - including printed posters, digital signage, directly engaging key stakeholders across the company, and presentations for HR leaders. To increase the visibility of printed materials in warehouses, GXO site leaders placed them in high-traffic locations like entrances, break rooms, and even in bathrooms nicknamed “Stall Talk.” GXO also leveraged person-to-person channels by providing talking points for recurring leadership site meetings and in-person site visits by GXO Benefits Leaders and representatives from GXO’s Retirement Plan Advisor, Compass Financial Partners, a Marsh McLennan Agency LLC Company.

By designing our internal communications campaigns with all GXO employee job types in mind, we were able to achieve comparable take-up numbers between “wired” and “non-wired” employees. Wired employees accounted for 51% of Goal Booster sign-ups, while non-wired employees accounted for 49%, despite non-wired employees traditionally being [more challenging to reach with benefits information](#). Our research indicates wired employees’ uptake of the new benefit was more responsive to email campaigns, whereas non-wired workers signed up at a steadier rate, reflecting the value

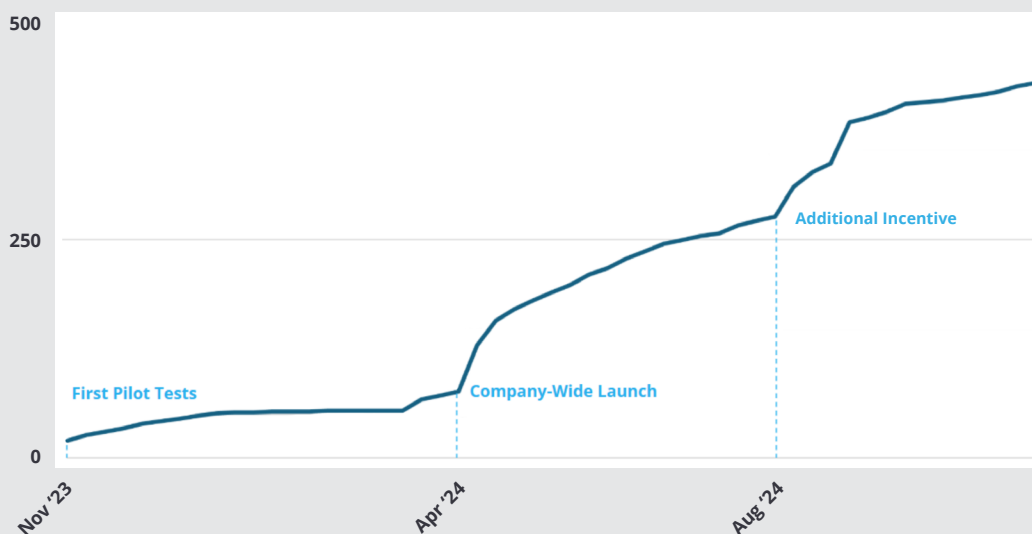
of physical and direct internal communication tactics.

Broader ESI research indicates industry, workforce preferences, and the emergency savings product’s design can lead to large differences in engagement and savings rates. In a workplace where the majority of employees are non-wired, this research suggests an optimized initial enrollment rate for a new emergency savings benefit is likely between 2-5% of the total eligible employee population. This aligns with what we have observed at GXO. An important indicator of success, in this case, has been the fact that 87% of all employees who signed up for Goal Booster during the promotional period chose to fund their accounts with recurring payroll contributions.



Stall Talk flyer inspired by Fidelity materials.

Increase in Goal Booster Sign-Ups at GXO



The Rewards of Consistent Savings

GXO designed the incentive for their new emergency savings benefit to reward employees for consistent savings behaviors. Employees have to set up a minimum payroll deduction of \$5 per paycheck in order to be eligible for the \$50 incentive, designed to build a consistent savings habit. The most common payroll deduction amount was \$50, and this value held constant as the median throughout the year. The data showed that GXO employees who signed up for Goal Booster during this promotional period demonstrated the consistent savings behaviors the incentive intended to reward.

Recurring payroll deductions proved to be a “sticky” relationship, meaning employees who set up a recurring Goal Booster deduction were likely to continue. In the

first year since payroll integration was introduced at GXO, 98% of employees who elected payroll deductions have continued to regularly contribute to, and engage with, their savings. This retention rate shows that there is little evidence of new users signing up for the sole purpose of receiving an incentive and then closing their accounts soon afterward. In fact, employees exhibited deepening engagement with the emergency savings benefit. Three times the number of savers increased their Goal Booster contribution amounts over time compared to those that decreased their contributions. Through these consistent savings behaviors, GXO employees with payroll deductions to Goal Booster have contributed over \$640,000 in savings.



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Building on the Momentum of Year One

The experience of launching a new benefit in the workplace was filled with learning experiences for both GXO and Commonwealth teams. In striving to promote an emergency savings benefit across all GXO job types and work sites, we thought [beyond typical channels](#) for workplace benefits communications — leveraging printed materials, personal connections, and wider language accessibility. These multi-channel internal

communications strategies drove significant increases in Goal Booster uptake across GXO's U.S. employee population as well as consistent savings behaviors.

Commonwealth and GXO will continue to track Goal Booster uptake and usage at GXO as employee awareness and familiarity with the emergency savings benefit increases.

Key Outcomes:



MINDING THE LIQUIDITY GAP

GXO employees already had access to a 401(k) plan for long-term retirement savings as well as options for immediate short-term liquidity that carried a cost, including 401(k) loans and hardship withdrawals, EWA, and personal loans. However, our scan of this benefits ecosystem revealed an opportunity to add a high-quality, no-cost emergency savings solution that could provide immediate liquidity to employees facing an unexpected expense.



REDUCING SIGN-UP FRICTION

Employees can be deterred when a sign-up experience is not simple. Integrating GXO payroll with Goal Booster was critical to simplifying the funding and enrollment process.



DRIVING UPTAKE WITH COMMUNICATIONS & INCENTIVES

More than 400 GXO employees created a recurring payroll deduction for accounts through Goal Booster in the first year since payroll integration was launched. Most of these new users signed up after GXO started offering a \$50 incentive to drive participation and deployed a multi-channel communications strategy designed to reach the entire U.S. employee population.



CREATING "STICKY" SAVINGS

GXO employees exhibited the types of consistent savings behaviors via recurring payroll deductions that the incentives intended to reward and deposited more than \$640,000 into accounts through Goal Booster.

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Commonwealth is a national nonprofit building financial security and opportunity for financially vulnerable people through innovation and partnerships. Black, Latinx, and women-led households disproportionately experience financial insecurity due in large part to longstanding, systemic racism and gender discrimination. Addressing these issues is critical to Commonwealth's work of making wealth possible for all. For nearly two decades, Commonwealth has designed effective innovations, products, and policies enabling over 2 million people to save nearly \$8 billion. Commonwealth understands that broad changes require market players to act. That's why we collaborate with consumers, the financial services industry, employers, policymakers, and mission-driven organizations. The solutions we build are grounded in real life, based on our deep understanding of people who are financially vulnerable and how businesses can best serve them. To learn more, visit us at www.buildcommonwealth.org.



In 2019, BlackRock announced a \$50 million philanthropic commitment to help millions of people living on low -to moderate-income gain access to and increase usage of proven savings strategies and tools – ultimately helping them establish an important safety net. BlackRock's support of this initiative was provided through grants from The BlackRock Foundation and The BlackRock Charitable Gift Fund. The size and scale of the savings problem require the knowledge and expertise of established industry experts who are recognized leaders in savings research and interventions on an individual and corporate level. Led by its Social Impact team, BlackRock is partnering with innovative industry experts like Commonwealth in the US and Nest Insight in the UK, giving the initiative a comprehensive and multilayered approach to address the savings crisis.



To learn more about GXO, visit GXO.com

To learn more about the importance of workplace emergency savings and the Goal Booster platform, visit Fidelity.Workplace.