

Case Study: Leading Global Consumer Staples Company Enhances Its Benefits Offering

The Challenge Providing a highly competitive benefits program to attract and retain employees. The company selected an innovative solution that could create a lasting impact for its multi-generational workforce.

The Current State

Goal:
Transform a traditional benefit program with an elevated college savings solution.

Employees: 21,307

Financial Measure: \$7.15 Billion +

Budget: \$10,000

Presence: Global

Sector: Food & Beverage

Our Solution: A high-impact, scalable education benefit program that expanded 218% in just one year from 107 to 340+ U.S. employees following overwhelming success.



Implemented comprehensive college planning and financing solutions for employees and their families.



Delivered guaranteed tuition discounts of up to 25% at 440+ premium U.S. institutions.



Enhanced employer value proposition by helping employees save for college tuition.

★ Account holders have transferred 191,000+ FLX Tuition Rewards for redemption at network schools across 2025–2026.

The FLX Advantage

Cost Savings



- Tax-advantaged education benefit structure
- Zero additional IT infrastructure required
- Automated rewards administration through integrated platform
- Value-added enhancement to existing benefits structure

Growth Potential



- Educational support for high-quality, affordable private education
- Education funding opportunities through annual reward points
- Personalized college admissions matching and profile creation

Productivity



- Integrated suite of college planning and preparation resources
- Measurable engagement through rewards accumulation and utilization
- Access to extensive network of educational institutions