



EDUCATION SOLUTIONS

Success Story

AMP Marketing Partners

Industry: Consulting

Location: Georgia, US

AMP Delivers Tuition Reimbursement Bonus for Increased Employee Loyalty and Retention

The Challenge:

AMP CEO, Michael Balsler, was looking for a unique way to show his key employees they're valued. One employee had consistently exceeded expectations, yet carried a heavy burden of student loans. Michael wanted to be proactive by bringing value to this key employee's life.

The Solution:

Michael vetted potential solutions and landed on Keep as the company he wanted to partner with. After less than 10 minutes of onboarding, he was able to add the key employee to the Keep platform and immediately deliver a Keep bonus. This bonus was unique as it went directly to her lender, paying off her full student loan in one payment. The bonus was set up to pay off the student loan up front and vest (be forgiven for the employee) equally every quarter over the next five years. So long as the employee stays with AMP for the vesting periods, she won't owe a cent in additional student loans.

The Results:

The Keep platform tracks each vesting milestone and sends the employee an email to congratulate her for earning the bonus each quarter.

The employee feels a weight has been lifted off of her shoulders and AMP feels they've done something great for one of their star players – bringing value to the employee's life just like they bring value to the company.



Keep gives us the ability to reward employees for their hard work with something uniquely valuable to them - tuition reimbursement may not be required for each employee, but it was exactly what a key employee needed to feel more financially secure and continue performing at a high level for AMP.

Michael Balsler - CEO, AMP



I can't express how significant this Keep bonus is for me personally. The repayment of my student loans takes a huge weight off of my shoulders, and allows me to step even further into my profession and growth with AMP. I was proud to work here before, but I feel even more so now - I'm now emotionally invested in seeing us succeed and grow as an organization.

AMP Employee - Keep Bonus Recipient

Did you know?

129%+
ROI

Study results found every employer had positive ROI from tuition assistance. Cigna and Discover achieved 129% and 144% ROI.*

* CFO.com

