

PNC Workplace Advantage to Help Employers Strengthen Benefit Offerings While Supporting Employees' Financial Confidence

The new PNC program elevates workplace banking with meaningful rewards and personalized financial support and education

PITTSBURGH, Sept. 8, 2026 /[PRNewswire](#)/ -- PNC Bank today announced the launch of PNC Workplace Advantage, a new workplace banking program designed to help employers enhance their benefit offerings while supporting employees' financial confidence and overall well-being. Part of PNC's broader Financial Wellness Solutions platform, PNC Workplace Advantage delivers banking rewards, financial education and personalized guidance through a dedicated team of financial wellness experts, helping employers provide a more modern and valuable experience for their workforce.

Designed for companies with 100 or more employees, PNC Workplace Advantage helps employers elevate their benefits strategy without adding administrative complexity. The program integrates seamlessly into the workplace, enabling employers to offer a financial wellness benefit through a trusted financial institution. In addition to enhanced banking rewards, employees have access to personalized financial guidance from dedicated financial wellness professionals, flexible access to banking services available virtually or onsite and financial education through live seminars and on-demand digital resources designed to support real-life financial decisions.

"This launch represents an important step in the evolution of our financial wellness offerings," said Kaley Keeley, head of Financial Wellness Solutions at PNC. "PNC Workplace Advantage builds on the momentum we've created across our solutions, delivering a more cohesive and impactful way to help employers support the financial well-being of their employees. Today's workforce is looking for practical benefits they can actually use, not added complexity. PNC Workplace Advantage cuts through the noise with tools, educational resources and rewards that are relevant, easy to access and focused on what matters most in their financial lives."

Through PNC Workplace Advantage, employees who open a qualifying PNC checking account and set up a qualifying direct deposit method through their employer, will be invited to enroll in [PNC TotalRewards](#) Silver Tier. This is a benefit level that is typically only available to customers who maintain at least \$25,000 or more in deposits and investments.

As part of PNC Financial Wellness Solutions, PNC Workplace Advantage complements a comprehensive suite of offerings, including PNC EarnedIt, education benefits, PNC BeneFit Plus Health Savings and other Benefit Spending Accounts, retirement services and financial education. Together, these solutions give employers the flexibility to build a benefits strategy that aligns with the diverse financial needs of their workforce.

"Financial well-being has become a critical factor in attracting, engaging and retaining talent, yet many organizations are still looking for ways to provide meaningful support without adding complexity," said Alina Crisi-Wetherell, head of Affiliated Banking at PNC. "With PNC Workplace Advantage, we're offering employers a smarter way to support their workforce, delivering real value to employees while helping organizations strengthen employee engagement and long-term loyalty."

PNC Workplace Advantage reflects the evolution of PNC's workplace banking experience, going beyond traditional banking benefits to offer support that meets employees where they are, both at work and in their daily lives.

The launch of PNC Workplace Advantage reflects PNC's broader commitment to helping employers address the financial well-being of their workforce, informed by ongoing research, including PNC's annual Financial Wellness in the Workplace Report launching later this month, as well as client webinars and educational events designed to help employers navigate today's diverse workforce. For more information about PNC Workplace Advantage and PNC Financial Wellness Solutions, visit pnc.com/WorkplaceAdvantageEmployer.

PNC Bank, National Association, is a member of The PNC Financial Services Group, Inc. (NYSE: PNC). PNC is one of the largest diversified financial services institutions in the United States, organized around its customers and communities for strong relationships and local delivery of retail and business banking including a full range of lending products; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management and asset management. For information about PNC, visit www.pnc.com.

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