

LOCAL PENSIONS PARTNERSHIP ADMINISTRATION

# Member Communications Update

---

August 2020

**LPP**  
Local Pensions Partnership

# Member Communication Plan

## Introduction

Working closely with our Clients and their Employers, LPPA are continuously looking at ways to improve the service we provide to your Members. Our aim is to deliver the best possible pension experience for Members and in doing so achieve our KPI's.

The following slides outline the approach we are taking over the next 12 months working towards this goal.

## Contents:

- **LPPA Engagement KPI's** – page 3
- **Improving Member Insight** – page 4/5
- **Increase Member Self Service** – page. 6
- **Enhance the Member Experience** – page 7
- **General Activity** – page 8
- **Targeted Campaign** – page 9
- **Member Communications 12 Month Schedule** – page 10/11

# Member Communication Plan

## LPPA Engagement KPI's

Increase MPO  
registrations

Reduce elapsed times  
(*for retirement & death  
cases to be worked*)

Review all Member  
letters

Increase nominated  
beneficiaries for Active  
Members

Increase email  
addresses & phone no's  
held for Members

Reduce number of  
Member letters

# Member Communication Plan

## Improving Member Insight

- New Helpdesk telephony system (installed in July'20) provides scheme and status information about the Members contacting us and the reasons why
- It also enables us to use speech analytics to digitally monitor call trends into the Helpdesk
- Collating and acting upon Member feedback from inbound calls and Satisfaction Surveys – we're amending the pension estimate disclaimer on My Pension Online to provide greater clarity as a result of Member comments
- Measure engagement and response rates to specific campaigns by monitoring monthly MPO login rates – this will be invaluable for the planning of future campaigns
- In addition to Member forums and the feedback we currently receive, we exploring if there are other ways to better understand what Members think of the service we provide and how it can be improved for them

# Member Communication Plan

## Improving Member Insight

We'll be using management information to better understand Member behaviour. For example the figures below show when MPO registered Members\* last logged on to the service.

When last logged on to MPO		
In the last 12 months	>12 months ago	Not since first registering
<b>51.43%</b>	<b>46.44%</b>	<b>2.13%</b>

From this we know that our communications strategy needs to encourage Members to login more frequently so they are better informed about their pension and their future options.

\* covers all scheme Members registered to use MPO and the figures represent the period 01/08/2019 to 31/07/2020

# Member Communication Plan

## Increase Member Self Service

- Ongoing improvements to MPO will be promoted to encourage Members to use the service, such as the new slider tool (due Oct'20) that enables Members to vary the estimated lump sum and pension amounts
- Working closely with Employers to increase volume of Member email addresses – who can then be sent a link to register for MPO
- Simplifying the MPO registration process to make it easier and quicker for Members
- New release of Altair (in Oct'20) will allow MPO activation keys to be bulk emailed to drive up member self service
- MPO to be more prominent on the new website (go live in Nov'20)

# Member Communication Plan

## Enhance the Member Experience

- Launch of the new and improved website will be communicated to all Members in November 2020 and will provide a live 'Webchat' facility for the first time
- Greater use of video content to make pensions easier to understand. We'll also upload recordings of pension presentations and tutorials to make them available to a wider Member audience.
- Introduce SMS (text message) service to provide "*case in progress*" updates to Members – *this is still in the development stage*
- Increase in targeted activity to make campaigns more relevant to the Members' pension status and age – now working with a new email provider to make e-comms more agile
- Review of all letters – to improve consistency, clarity and Member understanding. We're prioritising the most used letters (top 10 most frequently sent out letters account for c40% of all letters by volume).
- Encouraging Members to update their work email to personal email addresses – very important for those approaching retirement age

# Member Communication Plan

## General Activity

- Ongoing delivery of regulatory communications
- Launch of new website (online & offline campaign) in Nov'20
- Email campaigns to highlight the various benefits of registering on MPO
- Inform Members about the new slider calculator tool on MPO – an added value feature to encourage Member to use MPO more often
- Advising Members of the importance of keeping their personal details up to date – easiest way is through MPO
- SMS text messages – “case in progress” updates to reduce chaser calls to the helpdesk
- Use email footers, auto-reply emails & SMS messages to promote MPO and communicate important information or seasonal messages
- Introduction of a new ‘Dealing with Bereavement’ leaflet for people who have recently lost someone who was a scheme Member



# Member Communication Plan

**Targeted Campaigns** – these are tailored campaigns to communicate a specific message and/or call to action which are sent to Members that match certain criteria.

- Email campaign directed at 50+ Members with work email addresses – *need to change before they retire*
- Targeted campaign for those Members who have not nominated a death beneficiary
- Testing different direct mail campaigns to encourage members with no email address to register for MPO
- Making recorded video presentations available to new Members to explain the features and benefits
- Bespoke Client email campaigns – in line with the needs of our Clients we can email information to Members of specific schemes
- Test and learn email campaigns with content which is relevant to certain Member age groups

*From the beginning of September LPPA will have a new in-house bulk email facility which gives us much more flexibility. Over the coming weeks and months, we'll be trialling a number of different targeted campaigns. The response rates to these campaigns will help us to refine and optimise future activity.*

# Member Communication Plan

## Member Communications 12 Month Schedule (slide 1 of 2)

This is an outline schedule of the planned communications which can be flexible and adaptable in line with the needs of our Clients', any pension industry updates (re. McCloud) and external factors (such as Covid 19).

September 2020			October 2020				November 2020		December 2020		January 2021		February 2021	
Test & learn targeted email campaigns	SMS go live: text message updates for pending enquiries "Your case is still being progressed"	Provide Pensions Savings Statement (by 6th Oct)	Dealing with Bereavement - leaflet for people who have lost someone who was a Member	Website pre-launch comms: new website coming soon	Education campaign to inform Members what to do & decisions to make before drawing their pension	Marketing campaign to launch new website	Awareness campaign (online & offline) re Death Grant Nomination	Information campaign re options at retirement	Targeted campaign to Members with work emails to provide personal email	DM letter campaign to promote MPO & obtain email & phone numbers for the 50+ Members we don't have contact details for	Email campaign to promote MPO registrations ( <i>refresh message</i> )			

# Member Communication Plan

## Member Communications 12 Month Schedule (slide 2 of 2)

March 2021		April 2021			June 2021			July 2021		August 2020	
Communicate pay dates & annual pension increase to pensioners	Targeted email campaigns for specific member groups (eg. 50+, no nominated beneficiary, work emails).	Pensioner Newsletter	Issue P60's	Deferred Newsletter	Active Newsletter	Information campaign re options at retirement	Email campaign to promote MPO registrations ( <i>refresh message</i> )	Send out Annual Benefit Statements	Email campaign to promote MPO registrations		

In addition to the activities outlined on this and the previous slide, the following will be delivered throughout the year as required: Scheme Essentials presentation, Employee Pension Surgeries, Pension Roadshows & Member Focus Groups.

Since March 2020, these have been delivered online due to the Government guidance re Covid 19.