Increasing engagement in saving

Pensions & savings annual conference

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Members face a series of complex choices – some of which may be currently unknown to them.

They need to be engaged and educated to build their knowledge and facilitate retirement and savings decisions.
• Consider communication needs through the lens of recent research which looked at how UK employees think about savings and decisions
• Ask ourselves how can we use personas to inform communication approaches and build interest
• Showcase latest tools, technology and approaches to drive greater financial wellbeing
Looking at demographics

Profiles shape communications approach including: tone, method, channel, frequency
Demographics

Behaviour

Psychological
The Psyche of savings: six personas

Risk-taking Ricardo

You only live once Owen

Suburban Steve

Worried Wendy

Apathetic Alfie

Short-term Shona
YOLO Owen

Characteristics:
- Likely to focus on spending disposable income in the short term
- Comfortably set up for retirement

Approach to saving:
- Fairly risk averse
- Likes flexibility and the ability to make a choice
Apathetic Alfie

Characteristics:
- Poor knowledge of financial products
- Lacks motivation for saving

Approach to saving:
- Not interested in saving or the options available

Demographics
- Average Age: 39
- Gender: Male (54%); Female (46%)
- Average annual salary: £30,600
- Children U18 living at home: 41%
- Own and occupy own home: 61%
Characteristics:
- Financial worrier
- Generally risk-averse
- Able to spot a good deal

Approach to saving:
- A pension saver as well as saving for short-term needs
- Reviews multiple products before making a decision
What this tells us:

- Different engagement with information & saving products
- Communication and education need to be relevant and personalised
- Greater level of support required to help with financial decisions
What this means in practice
Communication techniques

You only live once Owen
- Communication to help visualise the long-term benefit of saving
- Layering of information that is clear and accessible
- Education/empowerment around making the ‘right’ decisions
- Extra focus on choice

Apathetic Alfie
- Communication to help visualise the long-term benefit of saving
- Layering of information that is clear and accessible
- Keep communications simple
- Go back to basics with education
- Focus on creating a ‘hook’ to incite interest

Short-term Shona
- Communication to help visualise the long-term benefit of saving
- Layering of information that is clear and accessible
- Education/framing of communications in relation to other products to help make a decision
- More regular nudges
Using other behavioural insights

Filter 1: Engagement in benefits

- Eager Beaver: Submits selections in a short space of time
- Top Dog: Submits selections in good time, without reminders
- Hasty Hedgehog: Submits selections at the last minute
- Forgetful Fox: Logs on but doesn’t submit
- Busy Bee: Doesn’t log on and doesn’t submit

Filter 2: Benefit selections

- Default
- Rollover
- Minimiser
- Maximiser
- Life changer
- Any timer
Did you forget something last year, Amal?

The flexible benefits annual enrolment window is approaching

Last time you never submitted your final selections. Was this an oversight or intentional?

This year see what’s available to you and plan ahead.

In a few days, we’ll remind you when it’s time to make your choices and show you how to submit them. Just in case.

It’s a rollover…

In the last window your choices were automatically rolled over* from the previous year.

That might be what you wanted but it’s important to think about how your personal circumstances have changed over the past year.

💡 Think about how your circumstances have changed

🔍 See what benefits are available to support you here

*Several benefits do not automatically roll over.
Add to this self profiling...

Fred's getting his head around mortgages

Alison's saving for a big life event

Simon is starting out and wants help with his finances

Wendy is taking some time away from work and wants to cover her expenses

Nilesh wants to clear all his debts

Johanna is planning for the future

Henry wants to make sure his family are looked after

Louisa feels she spends too much money day-to-day and wants to cut back

HOME SENSE

LIFE EVENT

FIRST STEPS

TIME OUT

CLEAR SCORE

PLAN AHEAD

FAMILY MATTERS

BIG SPENDER

#WTWpensionsevent
Meeting different information ‘needs’
And creating a personal hook through scoring

Home sense
Renting? Buying? Re-mortgaging?

Let’s get started...
How much time do you have?
10 mins 20 mins 30 mins

Where will you be learning?

Suggested picks for you...

Infographic
Top 10 things to think about when arranging your mortgage

Podcast
Interest only or Capital repayments - the pros and cons

Video
Mortgages - lessons learned. Hear real life mortgage stories from your EY colleagues

Know your number
Take this short test to find out your score. On a scale of 1-5 (1 being low and 5 being high)

1. How often does thinking about financial matters make you feel stressed?
2. How much of a strategy do you have in place to manage your finances?
3. How often do you check your:
   - bank balance?
   - pension?
   - investments?
   - credit card?
4. How often do you seek financial advice from:
   - parents / friends
   - financial adviser
   - bank
   - websites
5. How confident do you feel that you are in control of your finances?

Your score
10
Not bad! But you could do better.

#WTWpensionsevent
Recognising learning styles: see, read, play, watch
Decision trees and route maps can be powerful
What else do we need to remember?

- Using segmentation and targeting to ensure relevance
- Consumer grade experiences

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<thead>
<tr>
<th>Economic environment</th>
<th>Ensure messages are honest and transparent</th>
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<tbody>
<tr>
<td>Decision-making paralysis</td>
<td>Simplify messages, and ensure there is an effective and efficient choice architecture</td>
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<td>Too much choice</td>
<td>Make the choice process more user-friendly</td>
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<td>Savings gap</td>
<td>Regularly nudge employees towards the ‘right’ decisions</td>
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<td>Short-termism</td>
<td>Show the value of benefits over the long term</td>
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A look to the future: a personalised experience?

Branding and content targeted for a high-potential employee

Networking opportunities align with hunger for social interaction

Combining a sense of adventure with global mobility
We hope we’ve provided you with some interesting food for thought.
Any Questions?
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Coffee Break

…and then back to the Great Hall