

Objectives

We want our engagement activities to:

- Increase awareness and understanding of the benefits of the pension scheme and how it works.
- Encourage members to take ownership of their pension and understand the broader benefits of the pension scheme.
- Maintain and build positive member experiences along every member's journey, wherever they are on their journey.
- Reduce the need for face-to-face meetings and phone calls.



Areas of Focus

To achieve these objectives, we will:

- Communicate more concisely with shorter, visually compelling communications e.g., shorter newsletters so people will read them.
- Tailor content so it is more relevant to the audience segment.
- Set targets for online activity and increase usage of MSS website.
- Promote self-service.
- Use an omnichannel communications approach – with a focus on allowing members to interact with the Fund in a way that suits their needs.

Initiatives

Improve member experience and enhance self-service

Agree communications strategy.
Provide access to information to enhance self-service for members.

Identify smart ways of working on the communications

Understand which communication projects are labour intensive and what causes the disproportionate effort.
Start with a blank canvas and question why things are done the way they are.
Understand what members want communication on and how.

Simplify language, communicate more concisely

Mindful of the fact that everything has to be written and designed twice.
Recognise that the words we choose are important.
Keep content items short and use clear, plain language that is easy to understand.

Refresh visual identity

Keep brand consistent with Clwyd look and feel and ensure all communications are consistently in line.
Use visuals and infographics to help members visualise messaging more clearly.

Broaden delivery channels to members

Review all delivery channels to members, and look to extend use of MSS and digital comms including video, recognising the ways members consume information are changing.

Develop a segmented approach to engagement

Embrace the variation of the membership 'journey' and adopt an approach that recognises and supports this by delivering different key messages for different segments/age groups because one size does not fit all.

Tasks

Finalise statement of engagement principles.
Improve member understanding.
Track emails and calls to Administration team - possible introduction of telephone IVR (Interactive voice recognition).
Adopt Pathfinder approach for MSS to help improve member self-service and reduce 121's.

Review of hours spent on each communication project.
Identify ways to reduce effort producing communications.
Consider shorter more frequent communications to promote self-service.
Consider feedback mechanisms to respond to member views (annual member-specific survey/listening).
Gather informal member feedback – specifically when any communication is sent out.

Plain language review of all communications.
Simplify language, Jargon busting and language review.
Reduce reading age and improve reading ease on the Flesch-Kincaid scale.

Review and refresh Clwyd pension branding.
Refresh brand guidelines and style guides.
Review format of communications to consider shorter, more impactful formats.

Incorporate all channels of delivery into a holistic communications plan.
Consider tools available to broaden delivery channels (e.g. podcasts and videos)
Monitor video and podcast usage.

Review suitable categories for segmentation of messaging (i.e. age-based communication), particularly around the 4 key stages of pensions communications.
Use a segmented approach for relevant communications and monitor changed behaviours.
Discuss topics that engage a range of member demographics, e.g. 'Can you afford not to be in the Fund?'
Feature warm-up stories in pension newsletters, and in Fund's regular communications channels.
Visual roadmap of moments of truth on the way to retirement.