

Creating compelling communications

The creative and effective way to communicate workplace pensions



Aspire
Punter Southall

Pensions? How exciting!

Said no one, ever.

But why?

As workplace pension members your employees are receiving a valuable benefit.

With flexible options for saving and a range of investment choices, plus employer contributions and tax relief, there can be compelling reasons to take pensions seriously.

Studies show, however, that pensions simply don't engage people in the way we feel they should.

We think the way they're communicated is part of the problem.

And we're here to solve it.



£38k

is the average annual income Britons want for their retirement.

£14k

is the estimated average annual income Britons will actually receive in their retirement, leaving a **£24,000 shortfall**.

Source: Scottish Widows 2015



The future can seem like an uncertain place

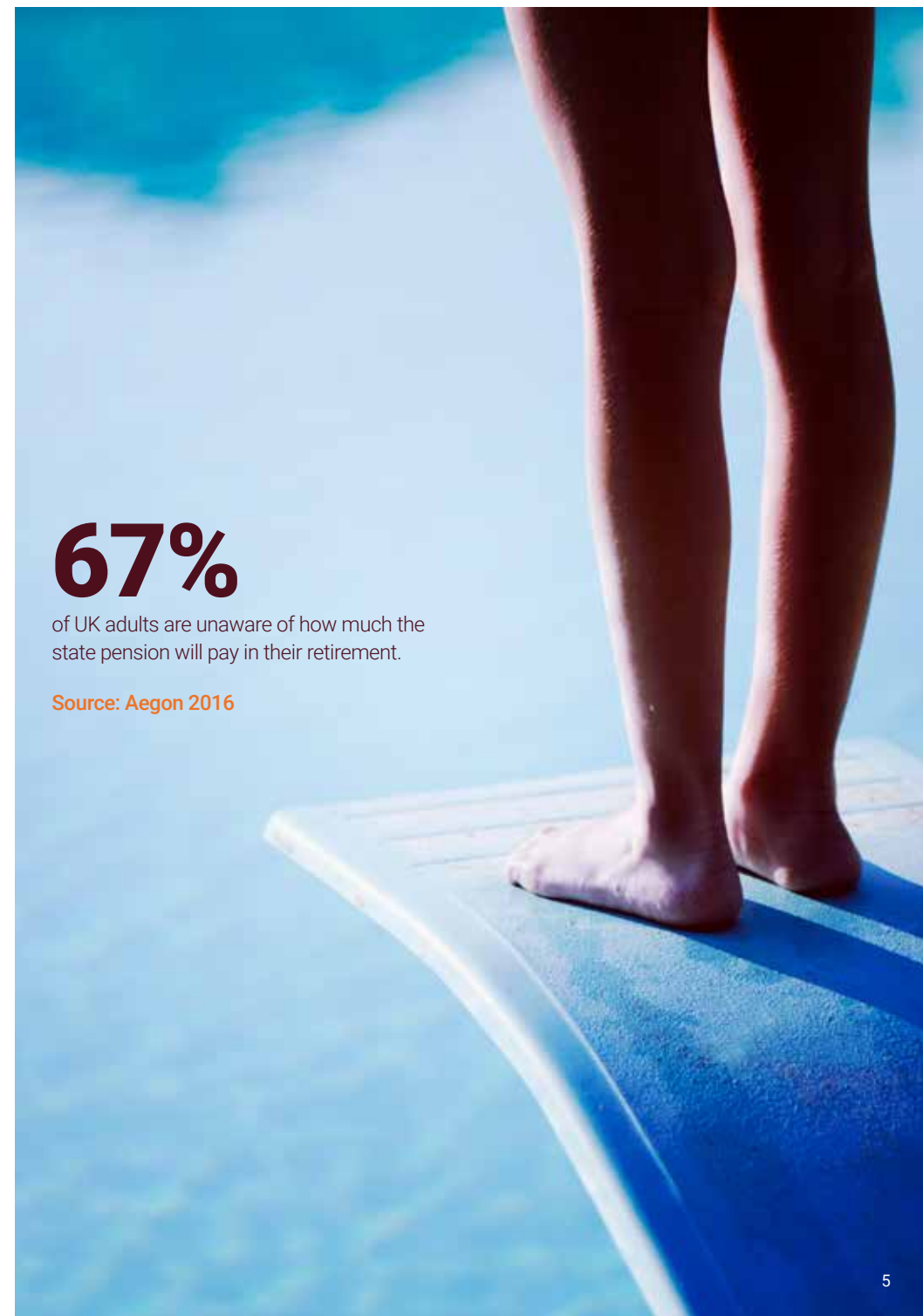
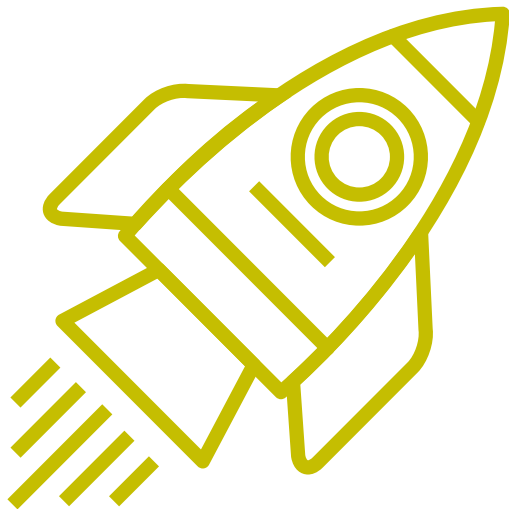
Aside from the complexities of pensions, planning for the future can be something many people want to put off.

After all, there's usually enough to worry about right now without thinking years and years ahead. There are bills and debts to deal with, holidays and cars to pay for, expensive rent or mortgages each month.

So it should be a relief for people that their employer is providing something for their future.

Problem solved.

Or is it?



67%

of UK adults are unaware of how much the state pension will pay in their retirement.

Source: Aegon 2016

Effective benefit, ineffective communications

It's true that many employers offer their staff a pension. It's also true that many take up that offer and make contributions towards their future retirement.

What's surprising, though, is how little engagement and interest employees have in their pension scheme.

It means that the costly benefit your business is offering as an incentive may not be pulling its weight. It's not motivating and retaining existing talent or attracting new talent.

We believe it's because scheme providers don't always support employers effectively in the communication of the plan.



Top 5 priorities if consumers had more money to spend

1.  Holidays/travel
2.  Saving for a rainy day
3.  Saving for retirement
4.  Home improvements
5.  Putting money aside to watch it grow

Source: NEST Corporation 2015

Creating compelling communications

We believe workplace pensions should be rewarding.

They should be a key part of your employee proposition. Something your people value and appreciate. Something that helps you compete effectively with rivals for the best candidates. Something that rewards and retains existing staff. And something that supports and cares for ex-employees when they stop working.

Most importantly, we think pensions should be an effective tool for bringing your team closer together and motivating them to deliver your business strategy.



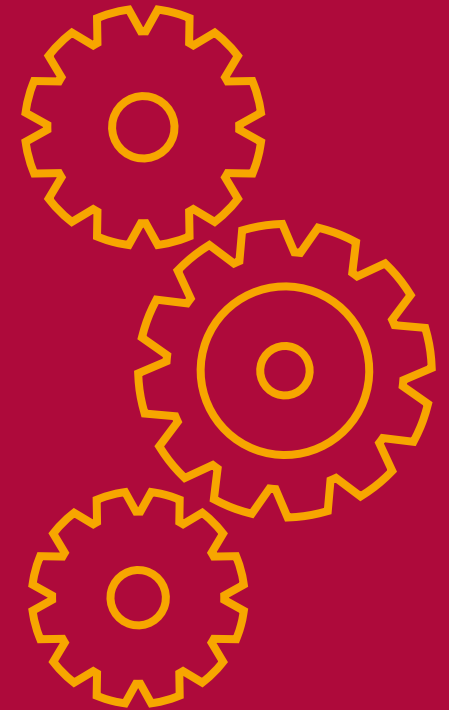
One size shouldn't fit all

Whilst many providers will support you when it comes to launching your workplace pension, that can sometimes be where the support ends.

They may provide you with some off-the-shelf communications. This might include a welcome pack, an intranet site and some annual statements.

But what about the months and months between those communications?

What's reminding people about their benefit? What's driving them to the intranet site and encouraging them to engage? What's firing their imagination about the future?



This is not a tick box exercise

Pensions communications have to be accurate. They're long-term, potentially risky commitments where people (take a deep breath) may not get back what they invested.

But that doesn't mean they have to be boring. Or long. Or complicated.

Pensions are about the future, so we think they should be exciting and optimistic.

Pensions can help plan for a life after work, so we think they should be inspiring too.

Pensions can make a stronger organisation by bringing people together, so they should be talked about.

That's where we come in.



*Future***Kings**

Our specialist communications team, Future Kings, use brand strategy, people engagement and customer experience to improve member communications.

They work with people and organisations who don't just want results, but who want to reshape their employee experiences.

Who want to create compelling communications.

Who want to increase engagement.

Who want to rule.



Member communications that inspire

Whether you're launching a new scheme or looking to review and update an existing one, we can help make your communications more effective.

We start by discovering more about your organisation.

We understand your objectives, your team and your culture.

Then we develop insights and ideas that ensure your workplace pension becomes a valuable part of your organisation.

Case study



The problem

A large building contractor with 500 employees across a number of regional offices was struggling to engage people with their workplace pension. In particular, they were launching a range of new, cheaper funds for employees and wanted them to review their investments.



The issues

With many employees working on site or travelling between regional offices, the company struggled to find effective ways of ensuring communications reached their audience. With so much information to share, they also needed to be sure employees read and understood their options.



The solution

We started by understanding more about the employees, their needs and their preferred communications. We then developed a communications strategy and plan to reach them. The communications we developed helped build awareness and understanding by presenting the information in a clear, jargon-free way, and encouraged action by supporting employees with simple next steps.



How it helped

Not only did we successfully manage to encourage employees to review their scheme, we also delivered valuable insight to the client. It meant they built a better understanding of their employees and were able to produce more effective communications.

Who we are

We are Punter Southall Aspire. And we're part of the Punter Southall Group, which is proudly independent and entirely employee-owned.

We're a major new workplace pensions and savings business that brings together governance, investment and communications expertise within a technology led business.

Through our regional UK offices, we work with over 800 employers, designing and managing solutions that meet their unique needs.

About the Punter Southall Group

The Punter Southall Group was founded in 1988 by Jonathan Punter and Stuart Southall.

Across the Group, and its associated companies, we provide actuarial advice, pensions consultancy, administration, risk and investment services for pension scheme trustees, employers, private clients, Lloyd's insurers and institutions.



1,200

pension schemes and sponsoring employers receive our advice.

£10bn

of assets under advice.

460,000

scheme members.

1000

staff across the UK.

How we help

We bring together different skills and experience, tailoring them to the needs of you, your scheme and your employees.



Investment

Our investment research division analyses and rates over 18,000 DC investment funds. The insight we have enables us to support your investment objectives.

We don't just help you choose your investments, we also continuously monitor them to ensure they're on track to deliver.



Employee Engagement

In today's often challenging business environment, successfully engaging with your people can be pivotal in creating and maintaining a competitive edge.

Our interactive employee engagement solution provides an innovative way to motivate, inspire and connect with your people and boost your business performance.



Governance

Establishing and governing the ideal workplace pensions and savings for your employees can be complex and time consuming.

That's where we come in.

Our award-winning and innovative services will help you confidently navigate an increasingly regulated environment.



Aspire
Punter Southall

+44 (0)20 3327 5500
sayhello@psaspire.com
www.psaspire.com

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