

Member Engagement Services

In an increasingly competitive environment there is a clear desire for superannuation funds to differentiate their offer while simultaneously meeting increasing member demand for services which include education and advice.

Rice Warner provides a full complement of member engagement services to assist superannuation funds in this complex area. These include:

- Member communications
- Online Tools
- Member analytics; and
- Benefit projections

Member communications

The complexity of superannuation means superannuation funds need to convey complex financial information to members in ways that are relevant, concise and easy to understand. Funds must also ensure they comply with legislation and keep up to date with changes in tax and social security thresholds. Our services include:

- Drafting or reviewing Product Disclosure Statements (PDS) (including short-form PDS);
- Developing clear case studies to illustrate particular messages for inclusion in member communication material. Examples include illustrating the benefits of
 - salary sacrifice
 - making voluntary contributions (either before or after tax, including government co-contributions where relevant);
 - retirement adequacy, including integration with Age Pension Benefits
 - transition to retirement strategies; and
 - consolidation of superannuation accounts.
- Providing assistance in areas where a deep understanding of complex financial information can be advantageous when presenting information to members in easy to understand formats.

Online Tools

We offer complete suites of online financial tools designed to engage members, enhance their online experience and facilitate their education. This is achieved by presenting complicated concepts in an easy to interpret, informative style.

The tools are customised to match the look and feel of each client's website. They assist clients to remain competitive in this fast-changing online environment. Our current tools include:

- Superannuation, insurance and investment calculators;
- Mobile phone applications (including iPhone and iPad apps); and
- Advice models including provision of advice statements.

Our online tools service is not limited to the above. We also assist clients who wish to explore new concepts and work with clients to design appropriate tools to complement these ideas.

Our technical actuarial knowledge which extends across superannuation, insurance and investment disciplines place us in an excellent position to design, build and certify the accuracy of the tools.

Examples of our tools can be viewed at www.calculators.ricewarner.com or by calling us to arrange a demonstration.

Member analytics

A superannuation fund's key goal should be to optimise the retirement outcomes of its members. In today's modern world where members are continually bombarded with unsolicited offers and advertising, it is critical that superannuation funds ensure they target appropriate members at appropriate times with each marketing campaign. We assist our clients to:

- Improve operational efficiency;
- Segment fund membership based on behavioural information;
- Target services effectively based on a deeper understanding of member needs;
- Run targeted campaigns and measure the results; and
- Develop products based on member behaviour and needs.

Benefit Projections

The question of retirement adequacy is becoming front of mind for superannuation fund members who are increasingly asking “Will I have enough money when I retire?”

We provide tailored benefit projections for superannuation fund members which assist our clients to provide answers to this question.

The projections provide members with comprehensive overviews of the status of their superannuation together with projections of their likely retirement position (including their Age Pension entitlement) should they continue on their current plan. Members can also be provided with “what if?” scenarios, such as “what if I defer retirement for a few years?” or “what if I make additional contributions?” These scenarios can

demonstrate the likely impact of taking action (or of taking no action) on members’ retirement incomes.

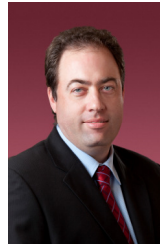
Benefit projections can include a strong “call to action” for members. The objective is typically to encourage members to increase their level of engagement with their superannuation fund to the ultimate benefit of the member. This also creates additional opportunities for funds to interact with their members which can strengthen brand awareness.

Benefit projections can also be linked to online tools to allow members to explore likely impact on their retirement incomes by changing relevant assumptions and providing additional information to that already held by the fund.

Key people



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