

DELIVERING THE NEW **RETIREMENT** EXPERIENCE

A large, stylized blue chevron graphic pointing to the right, positioned behind the main title.

OWEN DAVIS
Managing Director
Accenture Pension Industry

Today, your members and employers all have a digital life, everything they do or almost every facet of life has gone into the digital domain. Whether its news, communication, entertainment, commerce, social interaction, you name it - it's all on the digital device today.

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The one thing that standouts as not being there, is the Retirement Experience.

You are fortunate and unique, you have a very deep and long relationship with your members and employers, over most of their life span; from hire, to retire and all this today is still managed largely through call center, physical mail and in person contact.

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Imagine what your beneficiaries experience can be like if you could provide them with the information that they need, where they need it, when they need it, in just one click on their mobile device. Imagine if they could get access to their account information, upload documents, see when the next cheque is being deposited in their digital wallet. Imagine if they could apply for retirement through the device, run benefit estimates, purchase service. Imagine if they could interact with you virtually and get answers to questions before being connected to a human operator.

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Imagine if you could send them regular notifications, when they need to register for new options or take care of certain activities, to make sure their retirement is what they needed it to be.

What will you gain from this?

Simply I would say, making progress on solving the dual challenges of benefit adequacy and fund sustainability.

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There's a number of key points and decisions along that journey and actions that you could take to help your members make better, more informed, fruitful choices. Ensuring they know when and how to make those right investments and those right selections, is becoming critical to help address benefit adequacy and fund sustainability.

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Your members need you to shift value, from being a transactional provider to a real coach, a mentor, over that journey from hire to retire. This requires increasingly quality interactions, creating better member engagement, improving your communication to be part of their daily digital life. Imagine that new, what would life be like as a member, or an employer or one of your internal staff people. Let's start creating that new digital experience.