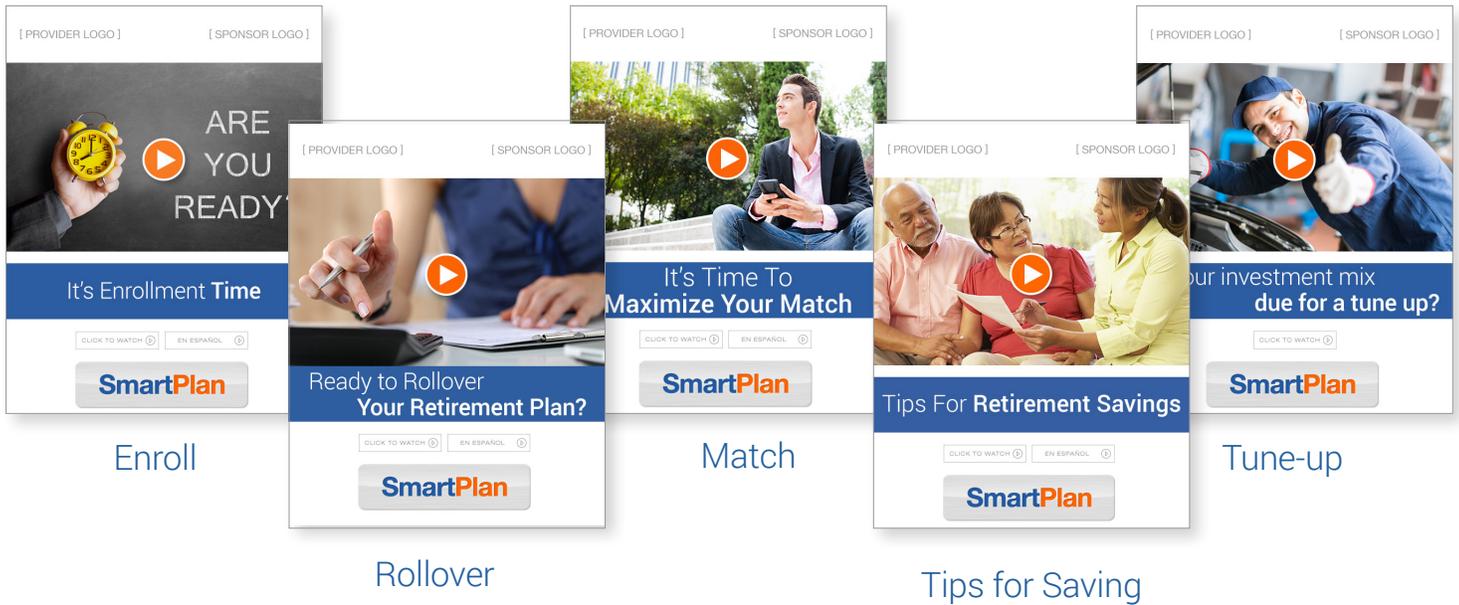




## The Challenge

How do you successfully encourage employees to take full advantage of their benefits, specifically their retirement plan? This question has been at the forefront of many discussions, white papers, research, and even speculation. Recent trends in changing plan design, such as auto-enrollment and auto-escalate, have helped employees do what they seemingly would not do for themselves. However, that's not the end of the story...



## The Solution

SmartPlan was developed to engage employees, instill confidence, and drive action. We understand that even the most effective experiences only work if employees proactively take part, and using this knowledge we developed a complementary system—The SmartPlan Engagement Program.

The SmartPlan Engagement Program lives up to its name. We have found just the right combination of content, design, messaging (from broad to narrow), timing, and personalization that engage employees and target specific calls-to-action in order to drive results. The Engagement Program is available in Spanish and English.

## How It Works

The SmartPlan Engagement Program is a participant outreach program. Each component is designed to reach a unique segment of the employee population and drive action. The Program is deployed through customized and personalized email outreach programs. Each touchpoint drives a specific response.

The Program divides outreach into two broad categories—*retirement readiness*, which provides a suite of more universal messaging, and *targeted outreach*, which is more specific to a participant's life or career stage.



### Why It Works

Personalized, timely, and relevant communication draws attention—and when coupled with the right messaging, it drives action. Participant response rates from companies leveraging The Engagement Program are above average in both open rates and click-through rates. This means a more engaged participant population taking full advantage of their retirement plan. Our experience has identified best practices for optimum results:

- Make the email personal.
- Send an introduction letter announcing the campaign from the HR coordinator.
- Add the company name in subject line
- Use an urgency Deadline
- Change the subject lines each week
- Send the email between Quarter 1 and Quarter 2
- Send the emails on Tuesdays and Wednesdays between 8:00 a.m. and 4:00 p.m.

### Targeted, Personalized, Relevant Messaging

The goals of our Program campaigns include but are not limited to:

- Participant Engagement with their Retirement Plan
- Enrollment
- Increase Deferral Rates
- Retirement Plan Website Traffic
- Conversion or Implementation
- Start-Up Plan

### Results

vWise Clients	Open Rates	Click-Thru Rates	% of Users Transacting	Followed Best Practices
Client A	43%	71%	16%	✓
Client B	51%	50%	41%	✓
Client C	20%	5%	2%	✗
Industry Benchmark*	21.36%	2.75%		

\*Dave Chaffey and GetResponse Benchmarking 2016, Business and Finance category, Small and Medium Size Businesses

