

Building engagement through good customer support

Your employees are now enrolled and contributing into a qualifying workplace pension. That's a great first step towards helping them build a brighter future at retirement. The job is however far from over.

The focus is now shifting towards engagement. Support needs to be in place to overcome lack of knowledge, build trust and get their contributions up.

When it comes to engagement, many employers only think about pension communications to educate and raise awareness. But good customer support is just as important.

Making sure that your pension provider offers a high-quality customer service should be an important component in your employee engagement strategy. It's important for them to receive good customer service so they feel better supported and have an improved experience with their pension.

Here are a few things that we believe people expect when it comes to good customer support:



And here are a few things we believe disengage people:

- Not being able to receive support through their channels of choice
- Not receiving clear information or communications that are too technical
- Having to repeat their questions multiple times every time they are transferred to another customer service representative
- Not receiving a consistent service quality across multiple channels

Customer expectations have changed significantly over the last decades when it comes to customer support.

43% of people say they find it hard to access customer service in the way they want¹



83% of millennials would rather text message than call a customer service helpline²

1 in 3 people aged 65+ prefer to deal with businesses through digital channels³



61% will change how they contact an organisation depending on their situation⁴

Sources

¹ 'Have a nice day!' customer service beyond today. Vodafone Report. 2015.

² OpenMarket Survey. 2015. (the survey was fielded by 500 US millennials on Behalf of OpenMarket)

³ Echo Managed Services Research. 2015.

⁴ BT Digital customer research, "Chat, tap, talk | Eight key trends to transform your digital customer experience" 2017.

Getting it right

A multi-channel customer service

Standard Life adapts to the changing ways people want to interact with us, so that we can eliminate barriers to engagement. Most businesses like yours manage multi-generational workforces. It's important that we recognise the needs and preferences across all generations. That's why we offer a range of contact channels across the support journey.

Easy and convenient

At Standard Life, we offer our customers options to engage with their pension anywhere and anytime they want through our mobile app.

We've recently introduced fingerprint recognition and Face ID* to make it even easier for your employees to access their online account.



*available for iPhone X only

The rise of online self-service



67% of people prefer self-service to having to speak to a customer service representative⁵

Studies tell us that more and more customers prefer self-service over contacting a support agent. Self-service customer support systems are popular for good reason: customers want to solve their problems quickly and get back to their lives.

Through Online Servicing offered by Standard Life, your employees are able to easily review and manage their pension online through mobile, tablet or PC.





Interactive tools designed to help people understand their options

We understand that sometimes giving people the option to play around with different scenarios can help them understand their options better than any other customer support tools.

Your employees can access our suite of interactive tools and they can have a go in the comfort of their own home, at a time that suits them.

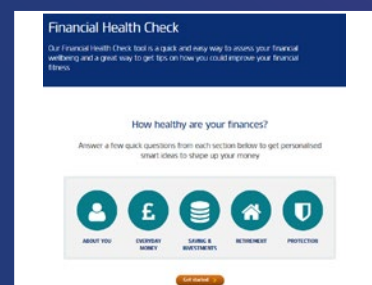
Retirement pathfinder

This tool shows people how the choices they make today could affect their future. They can create and analyse different scenarios and the results can be a powerful way to nudge people to take action.



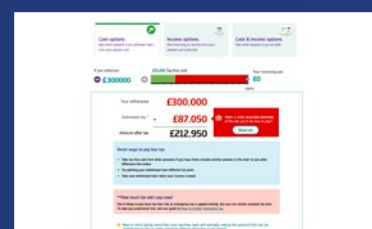
Holistic financial planner

This helps people take a financial health check. They can see if they're in control of their day-to-day spending and on the right track with their investment portfolio. They'll also benefit from tips to help improve financial health.



Retirement calculator

This allows them to see how far their pension might go in retirement and to discover what options may be available.



Quality over quickness



56% of people say the most important thing is that their issue is resolved satisfactorily¹

Sometimes quality is more important than speed, especially when it comes to pensions which are a complex topic. Taking the time to truly understand people's concerns is very important and can help employees receive correct answers first time.

This can help improve the experience and build trust with pensions.

Efficiency

While quality is important, efficiency also plays an important part in creating an engaging experience.

Customers find it frustrating when they are transferred from one customer service representative to another and when they have to repeat their concerns multiple times.

At Standard Life we've introduced call routing via voice recognition. This solution will enable us to more accurately route a call based on who is calling and the reason for the contact. The new process aims to simplify the caller's journey and help them reach the correct agent quicker.

Consistency

Last but not least, while providing support through multi-channels is important, connecting all these channels also plays a significant role in providing employees with the same quality experience with their pension, no matter the touch point.

Sources

- ¹ 'Have a nice day!' customer service beyond today. Vodafone Report. 2015.
- ² OpenMarket Survey. 2015. (the survey was fielded by 500 US millennials on Behalf of OpenMarket)
- ³ Echo Managed Services Research. 2015.
- ⁴ BT Digital customer research, "Chat, tap, talk | Eight key trends to transform your digital customer experience" 2017.
- ⁵ Zendesk Research. 2018.

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