



 HEYWOOD

# Engaging with members in a **digital world** – redefining self- service

Ashley Threadgold – Head of Products



# Our mission

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Provide expert data-driven, technology-enabled solutions that;

Help individuals and providers  
attract, engage and retain  
members and customers for  
later life.



# Heywood in numbers...

**50yrs**

In pensions  
software

**200+**

Employees

**100+**

Clients

**+83%**

Customer Net  
Promoter  
Score

**+95%**

Staff Net  
Promoter  
Score

**c85%**

UK Public  
Sector clients,  
circa £290  
billion in assets

**8m**

Members on our  
software platform

**5.7m**

Members using our self-  
service solutions

**14**

Fire Authorities  
using Altair

**625m**

Data items processed  
per year

# Award Winning



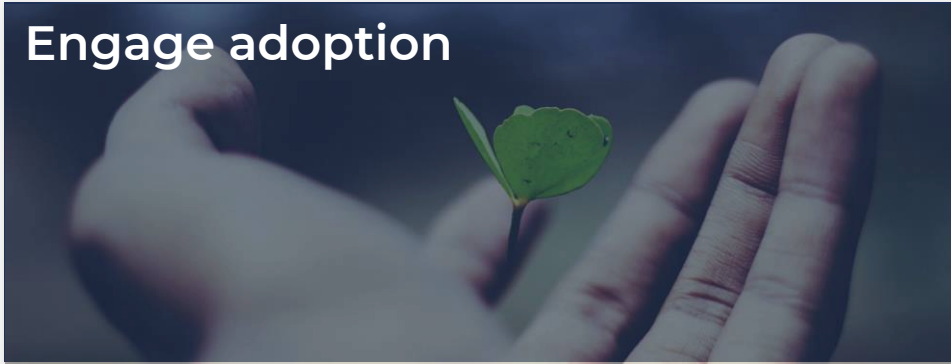
PENSIONS TECHNOLOGY FIRM OF THE YEAR



Investor in  
Customers®  
Silver 2023

# Technology Themes

Engage adoption



Automation Adoption



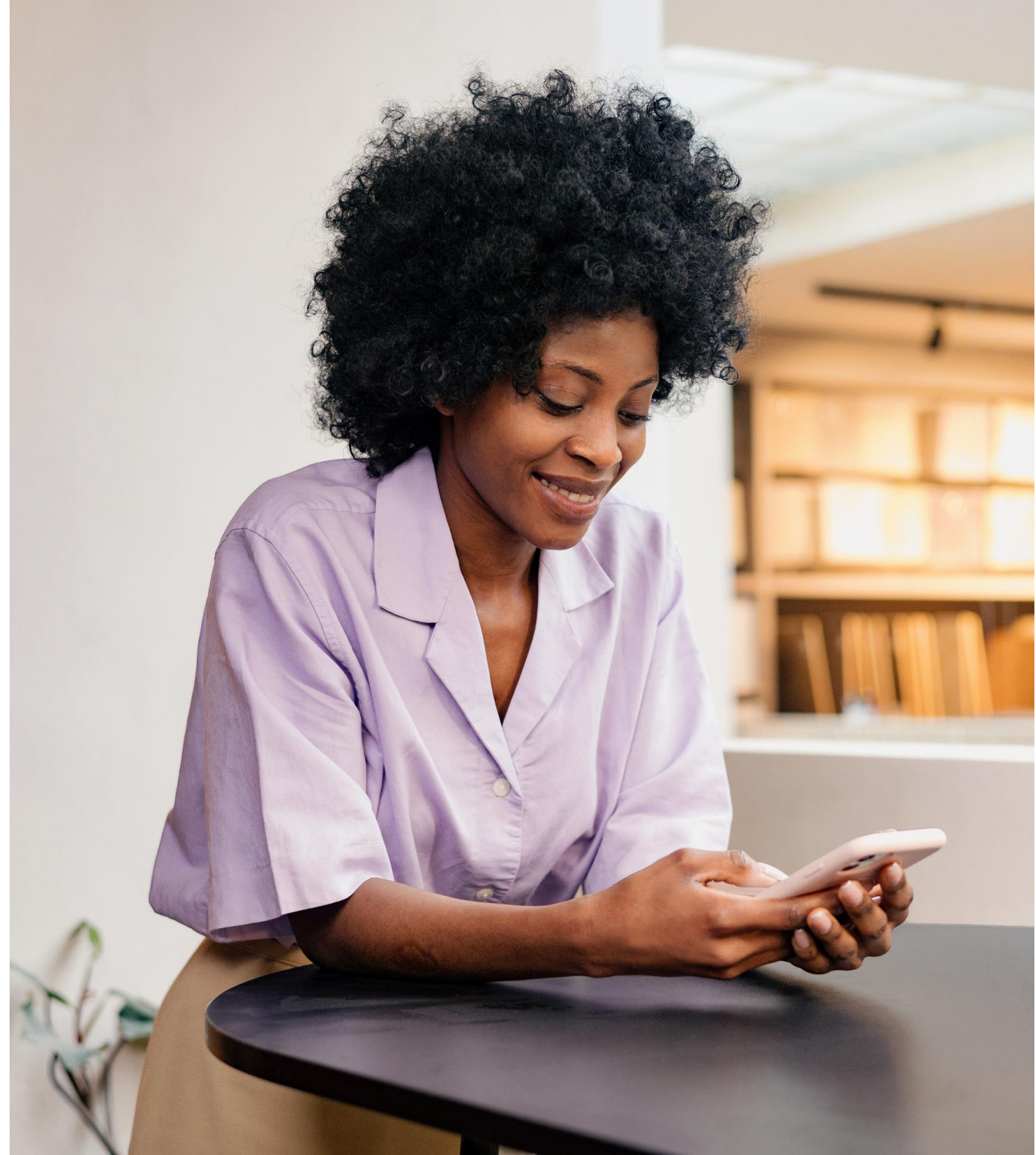
Building faster  
and better



Keep it safe



86% of adults  
(46 million  
people) in the  
UK use a form  
of online  
banking.





10 years ago,  
that was over  
30% lower at  
54%.



prime







**What are  
we doing  
about that?**



## **User Experience**

An experience as simple and trusted as online banking or retail

## **Reduce Admin Effort**

Making members into their own pension administrators

## **Increase Engagement**

Using data to proactively trigger member engagement



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# **User Experience**

An experience as  
simple and trusted as  
online banking or  
retail

**UX is...**

# Member Research



**UX is...**



Step 1 Step 2 Step 3

## Retirement income planner

There are many different ways to achieve your retirement lifestyle goal. Use the sliders below to see additional means of reaching your financial target alongside your pension.

The age I aim to retire is:

select an age

### Your estimated results

When you retire, you'll need:

£2,000

per month before tax

Your predicted income is

£800

per month before tax

[How is my predicted income calculated?](#)

Save my retirement goal

Estimations are based on 0% expected annual inflation and 0% annual salary increase.



### Customise your retirement

One time lump sum

£0



Other pensions

£950

Additional income

£200

Part-time job salary

£0

Using saved money

£0

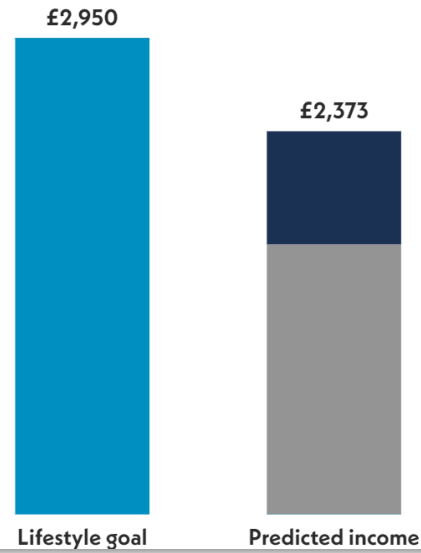
Reset my retirement goal



Your retirement goal is  
£2,950  
per month before tax

Your predicted income is  
£2,373  
per month before tax

[How is my predicted income calculated?](#)



Please be aware that changing your retirement age may affect the figures you see on your one time lump sum.

Retirement age

65

One time lump sum

£ 66246

Other pensions

£ 500

Part time job salary

£ 200

Additional income

£ 0

Using saved money

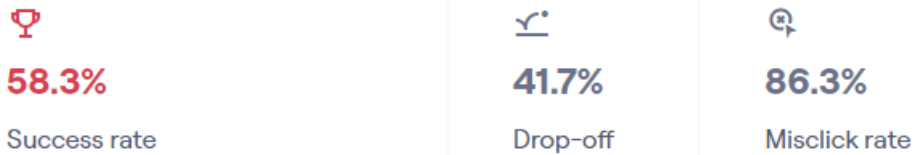
£ 0

**UX is...**



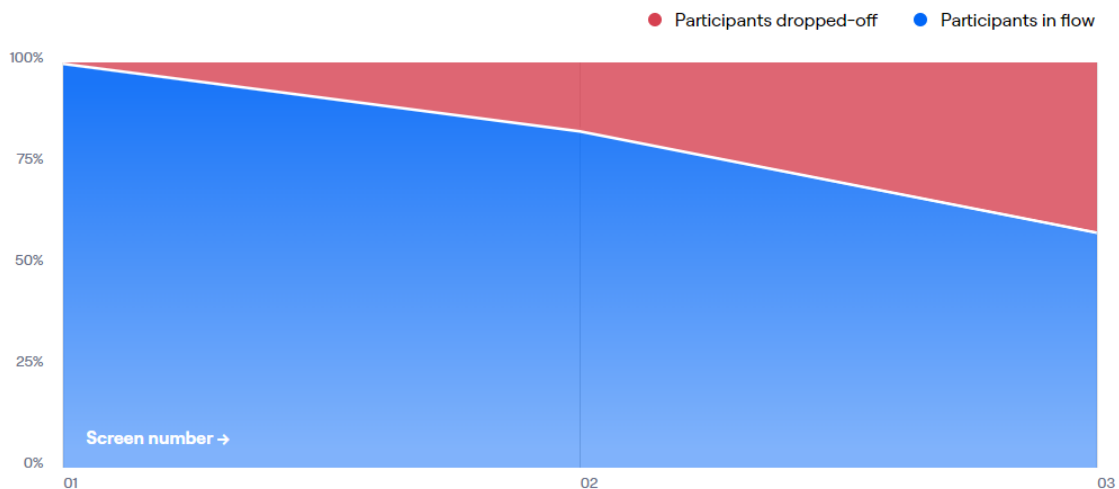
## Mission's overview

A high-level view of this mission's data

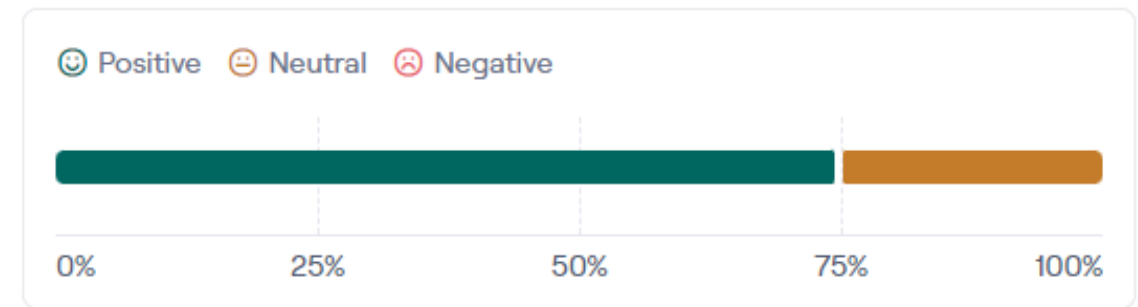


*"It is pretty self-explanatory. The words are simple and make sense. If I wanted to complete an action I think I would know where to click."*

Anonymous Test Participant



## Sentiment



dashboard



*"It makes me feel like a **bank** or something. It's similar to some banking apps that I've used. It's like one place for everything. It's sort of a **Martin Lewis** website If I'm honest."*

Employment Relationship Officer

**UX is...**

**The difference  
between a member  
understanding their  
pensions or  
contacting their  
employer or authority  
for help.**



## **User Experience**

An experience as simple and trusted as online banking or retail

## **Reduce Admin Effort**

Making members into their own pension administrators

## **Increase Engagement**

Using data to proactively trigger member engagement



**Plan for Retirement**



**Reduces Complexity**



**Two Way Channel**



**Interact Securely**



**Accessible**

## Welcome, ASH

### Manage your pension



#### Documents and uploads

An archive for every document you have uploaded or posted to your pension fund.

[Go to my documents](#)



#### Annual Benefit Statements

View and compare all of your previous Annual Benefit Statements in one location.

[View my statements](#)

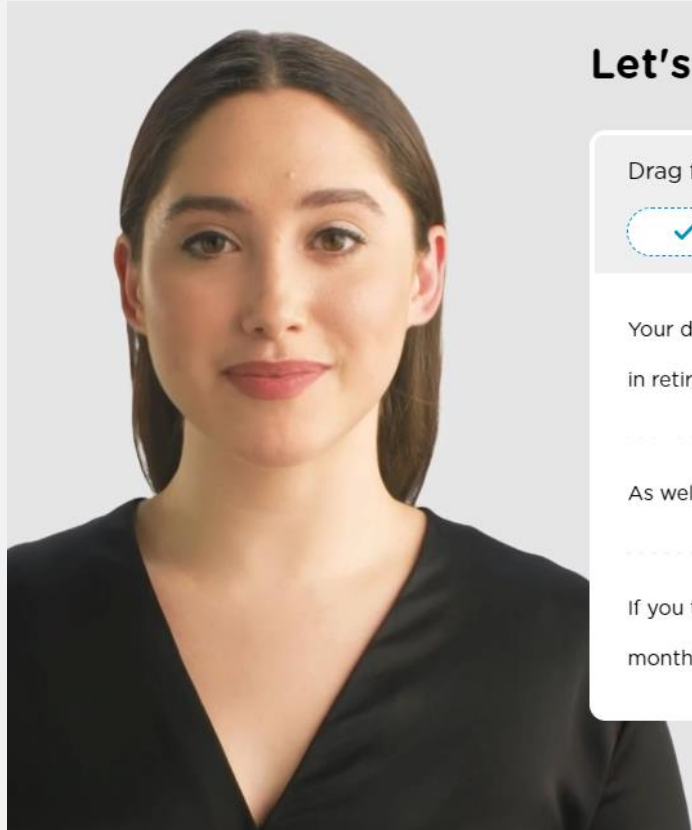


#### Manage beneficiaries

Manage who should receive your pension benefits if you pass away.

[Manage my beneficiaries](#)

## Making a complex subject simple



### Let's recap this video Recap

Drag from the following words to complete the statements below.

**contact** **valuable** **Increase**  **reduce**

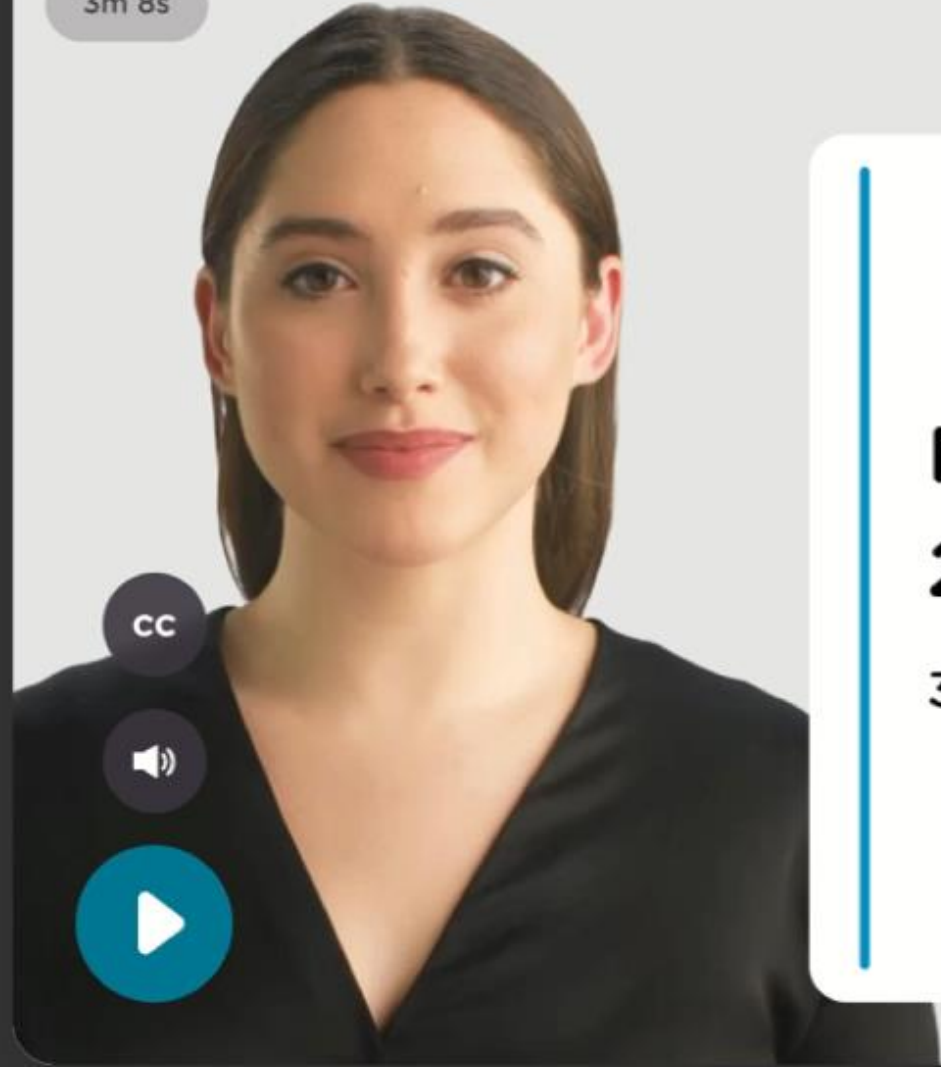
Your defined **benefit** pension provides you with a guaranteed income in retirement for life.

As well as a guaranteed income, you may also receive **tax-free** cash.

If you take more of your pension as tax-free cash, it will  your monthly income.

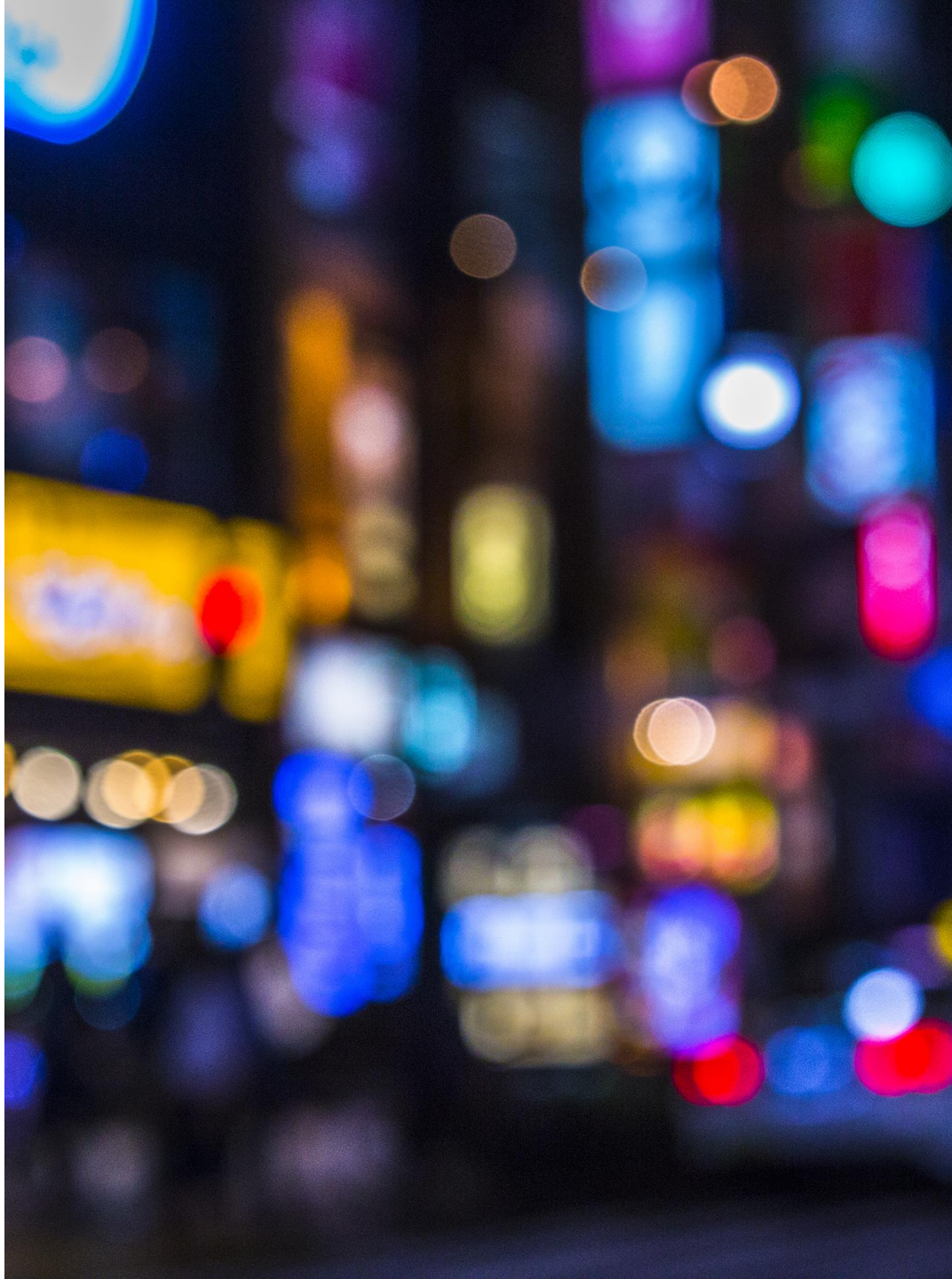
3m 8s

Slide 1



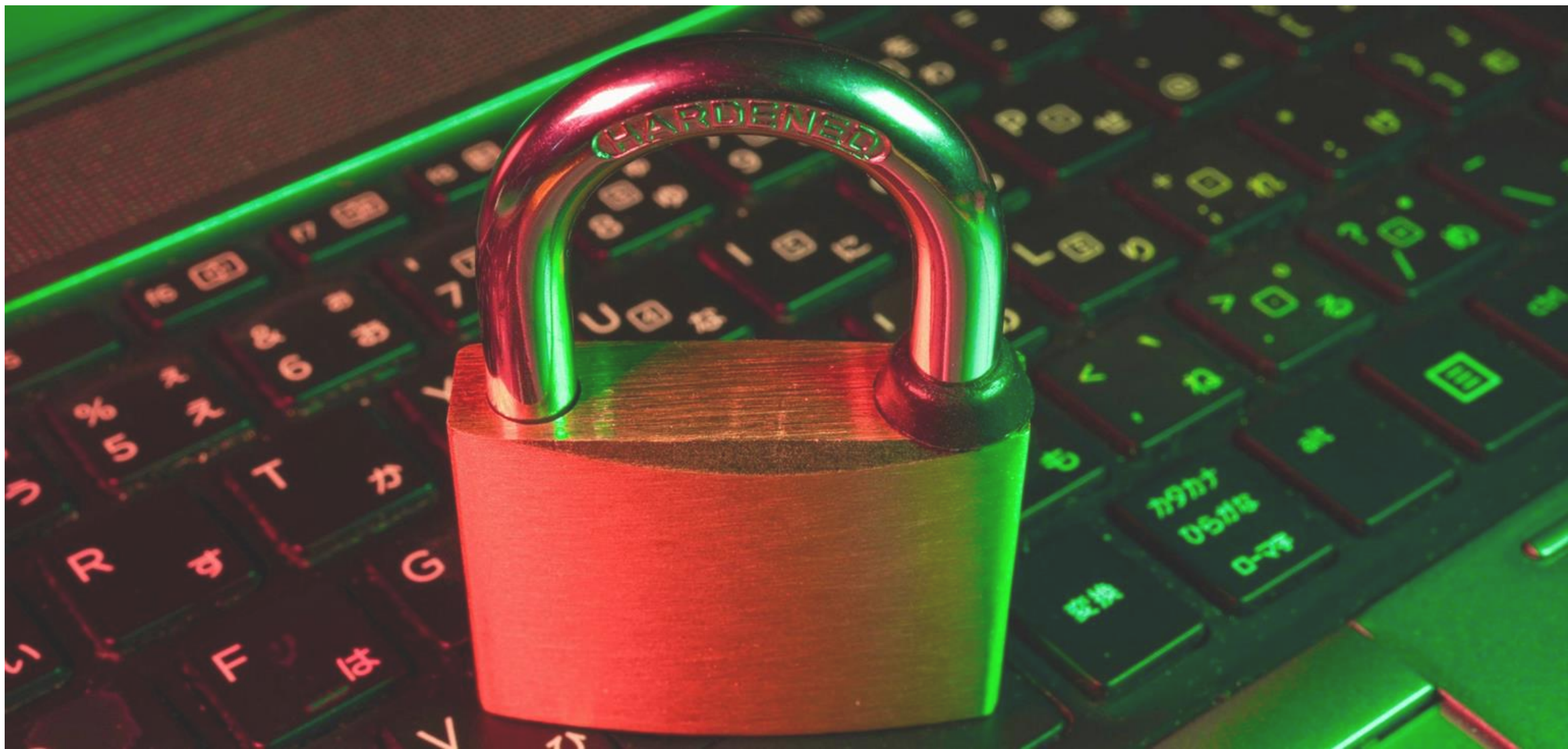
# NOAH's 2022 Pension Update

3min 23sec

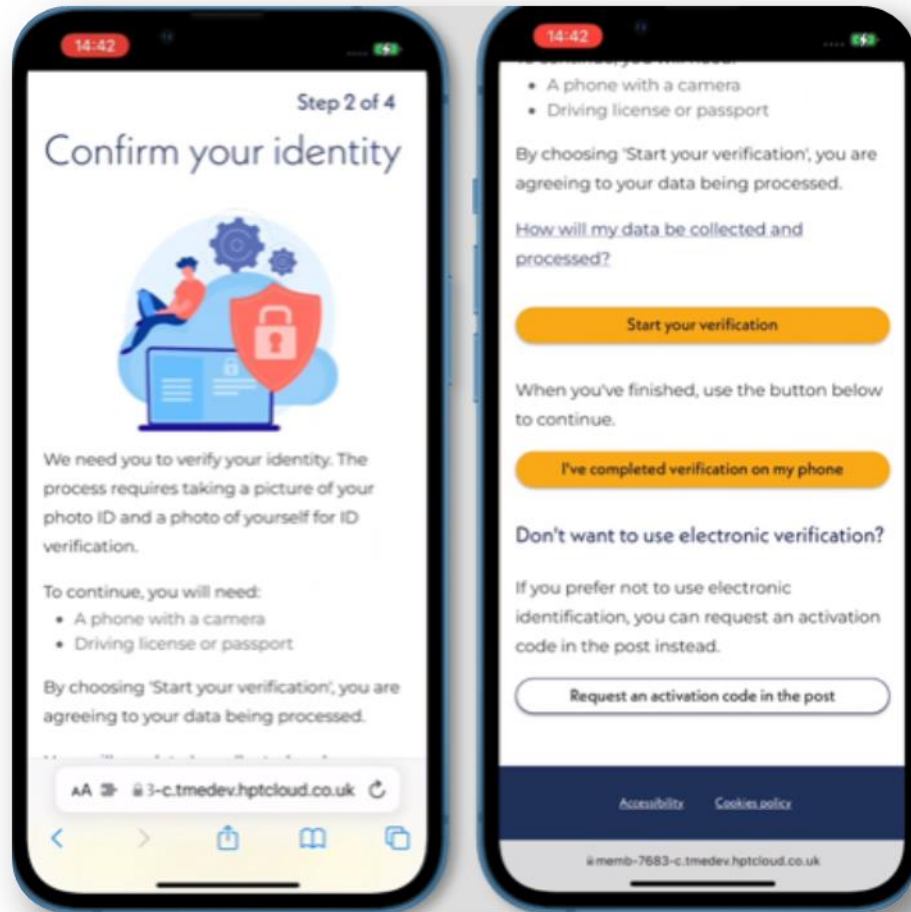


# On Demand





# Electronic Identity Verification

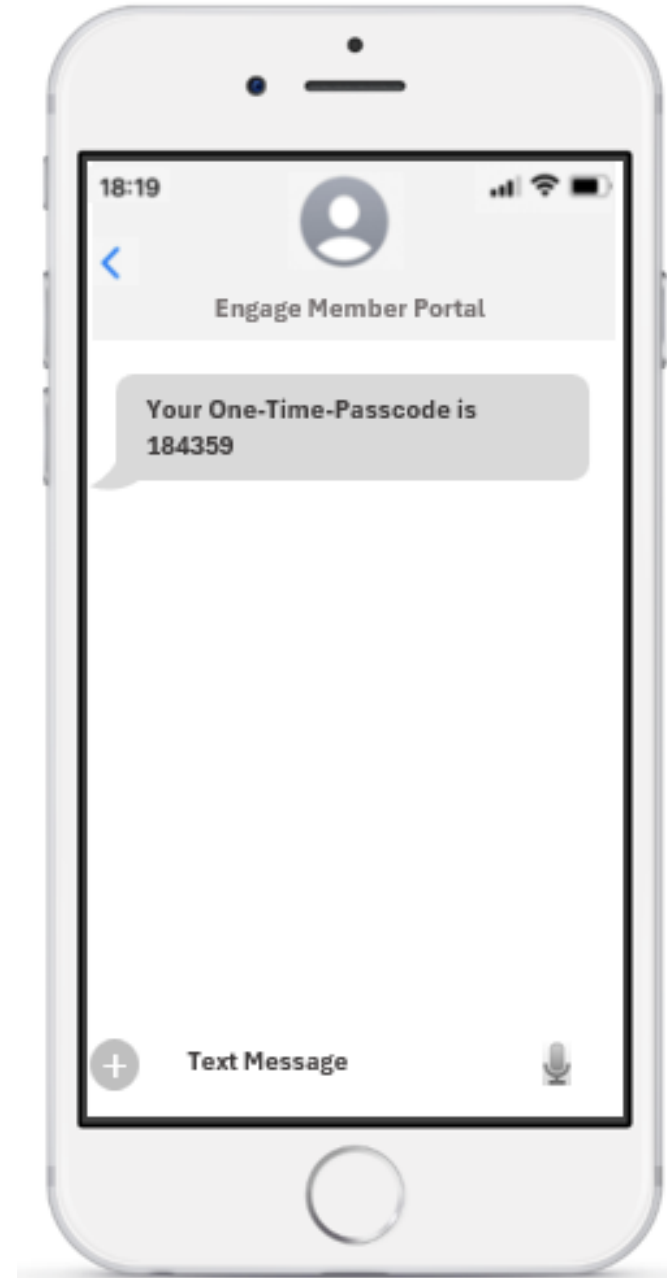


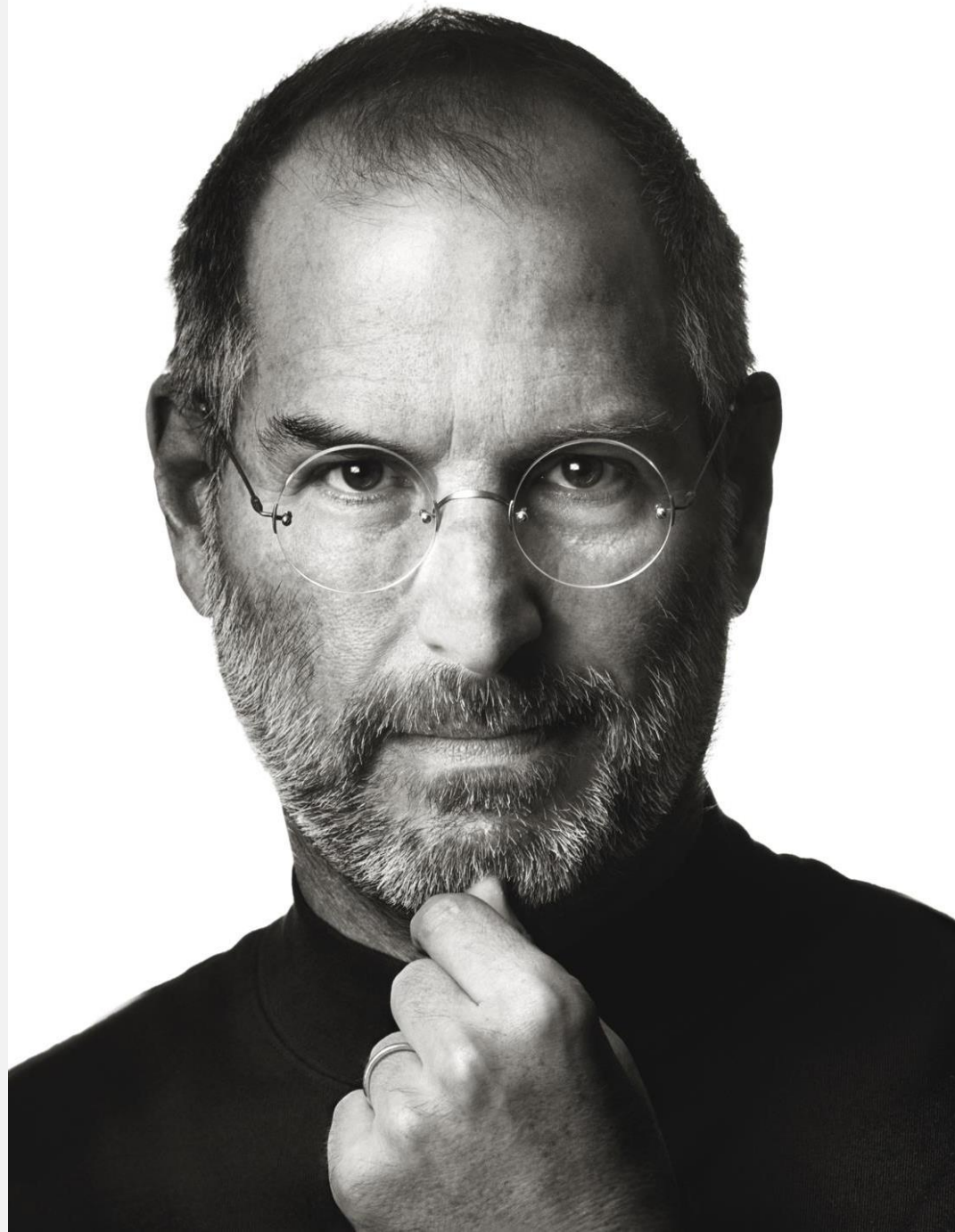
**Redefining how members register.**

# SMS MFA

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**Secure hassle  
free access.**





**“Technology is nothing. What's important is that you have a faith in people, that they're basically good and smart, and if you give them tools, they'll do wonderful things with them.” - Steve Jobs**

# Member Tasks

 **GOTHAM CITY PENSION FUND** [Home](#) [Menu](#) [Logout](#)

[Home](#) > [Breadcrumbs](#)

## My tasks


### Contact details

Phone number Phone number

Email address Email address

Address Select country

Postcode

 **GOTHAM CITY PENSION FUND**  
0845 746 9874  
[info@gothamcity.gov.uk](mailto:info@gothamcity.gov.uk)

**Manage your pension**


- Documents and uploads
- Annual Benefit Statement
- Manage beneficiaries
- Benefit calculators

**Your account**

- Retirement planner
- My pensions
- Transfers and valuations
- Pension payslips

**Details and settings**

- Your requests
- Contact us

 **GOTHAM CITY PENSION FUND** [Home](#)

## My tasks

### Outstanding tasks

Job title

Online retirement

Tasks completed: **0/1**

Confirm your contact details >


Once you have completed all of your tasks, proceed to the task summary to review your information before submitting.

### Completed tasks

Job title

Online retirement

Confirm your contact details >

 **GOTHAM CITY PENSION FUND** [Home](#)

## My tasks

You have completed all of your tasks

### Completed tasks

Job title

Online retirement

Confirm your contact details >



# Workflow automation

Empowering your team by automating the everyday, leaving experts to focus on what truly matters.

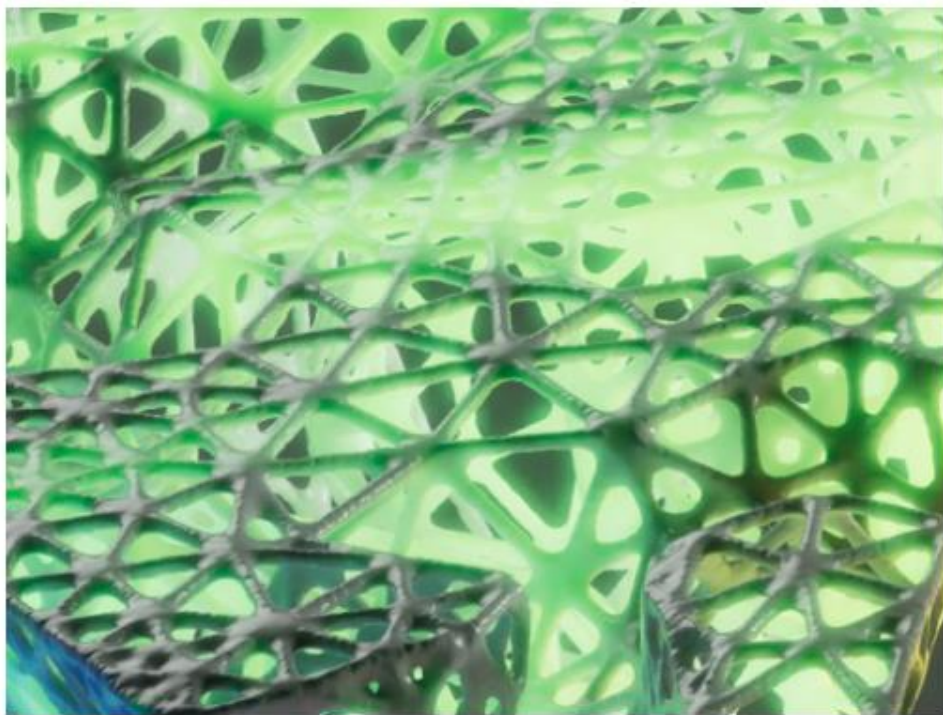
“ The new process is much slicker and we expect the automation to make a big difference to the resources needed and the turnaround time of getting information out to members. We’re also already thinking about other areas of the business that can benefit from these automation options. ”

Lothian Pension Fund

110  
days  
saved

# How much will AI help in the next pandemic?

Artificial intelligence is now being used to predict and respond for the next outbreak.



BUSINESS AI

A catalyst in the

Jenny

## Genie out of the bottle: Generative AI as growth catalyst

Since gen AI technology exploded on the scene, many enterprises have been scrambling to determine how their businesses might benefit. The answer might be simpler than they think.

## ing AI Innovation



# Orchestrating The Future—AI In The Music Industry

David Henkin Contributor @  
David Henkin helps organizations and individuals innovate and grow.

Follow

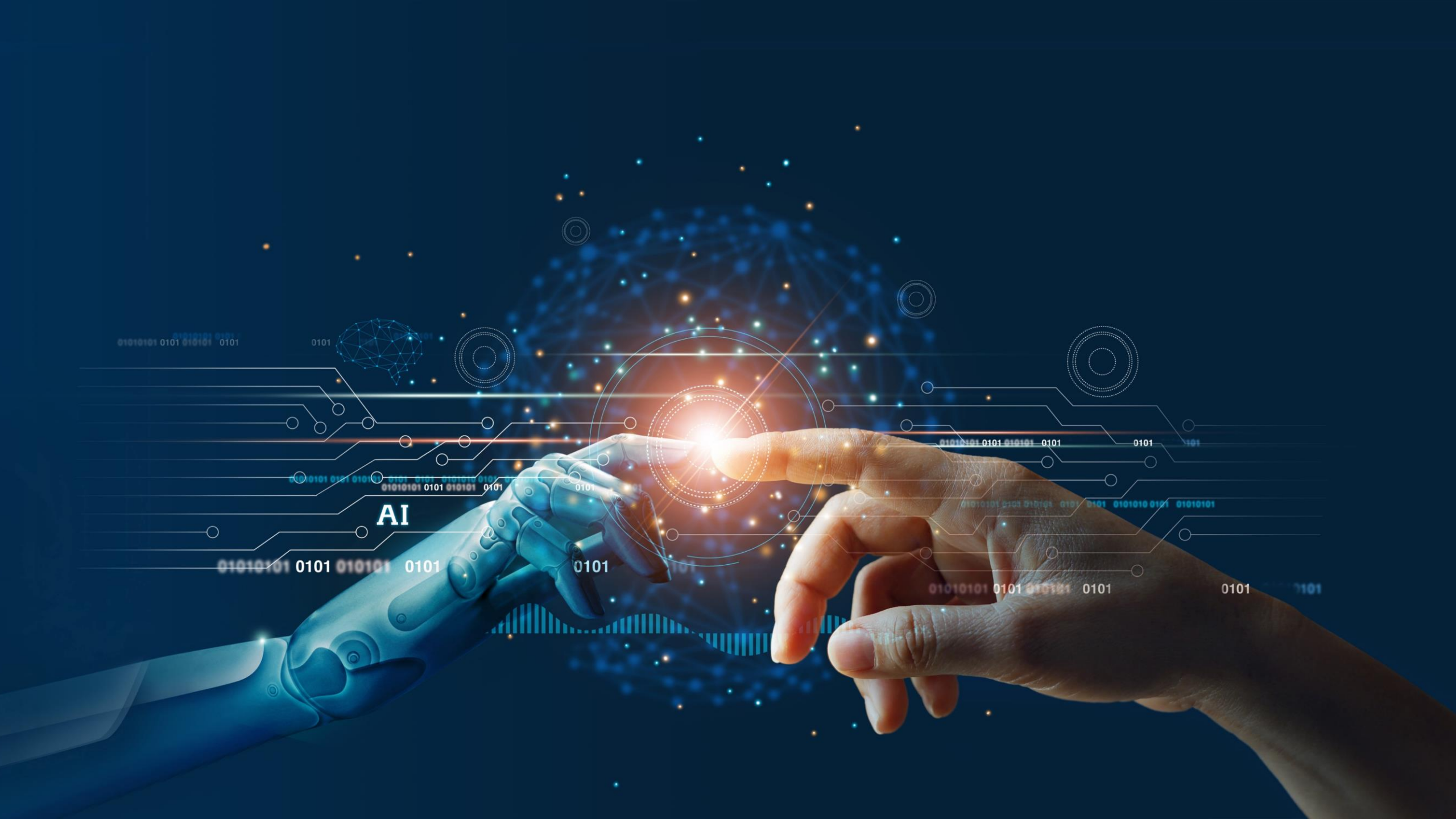
## No laughing matter - how AI is helping comedians write jokes



DAHLIA KATZ

Comedian Anesti Danelis used AI to make his show for the Edinburgh Festival



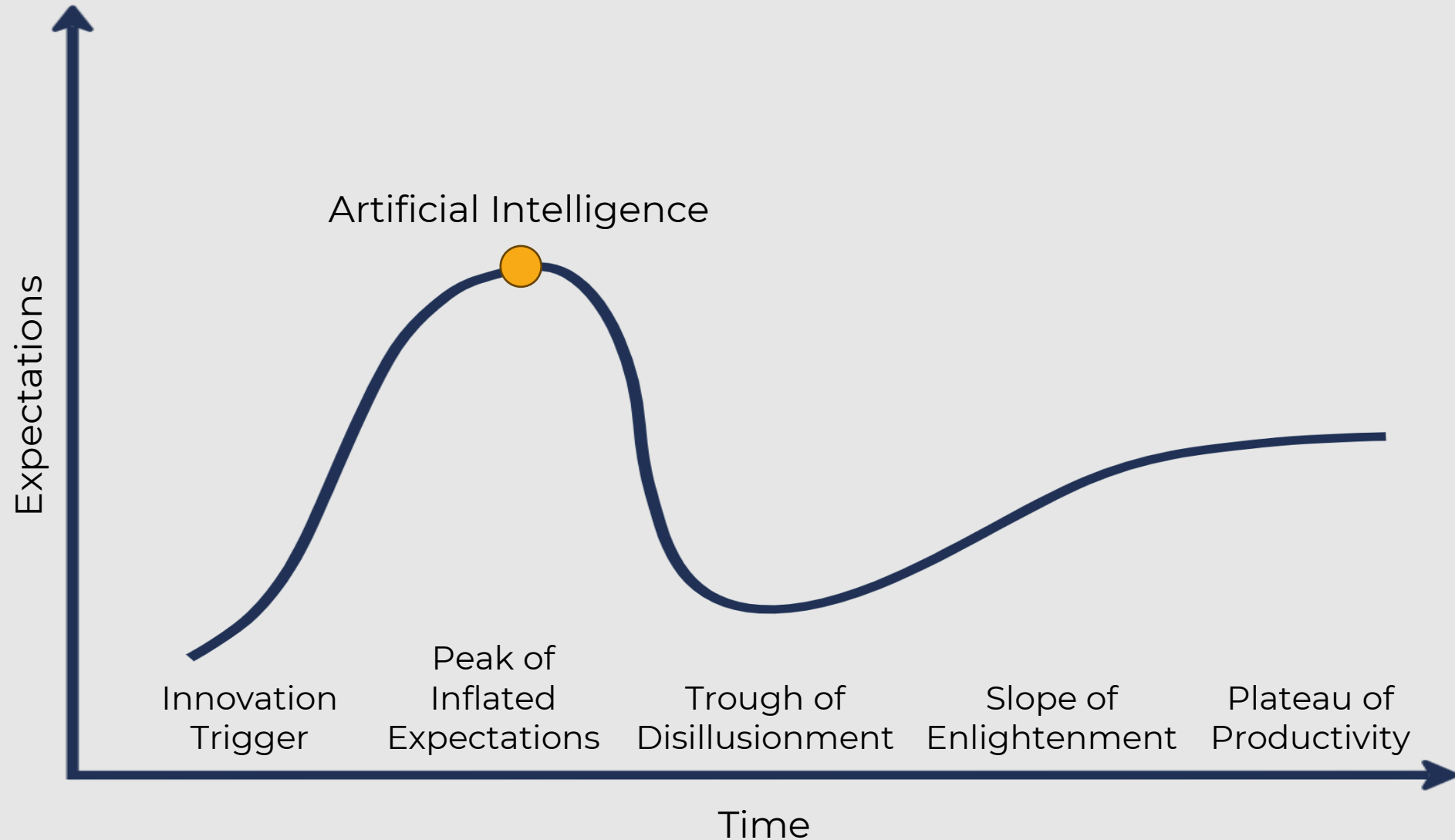


AI

H O P E  
H Y P E

The image features four light-colored wooden blocks arranged on a dark wooden surface. The top row of blocks spells out the word "HOPE", and the bottom row spells out "HYPE". The letter 'O' in "HOPE" is positioned higher than the other letters. The background is a solid dark blue gradient.

# Gartner hype cycle







366%



## Quarterly Reports

The number of AI mentions in 2023 increased by 366%.




4.6%

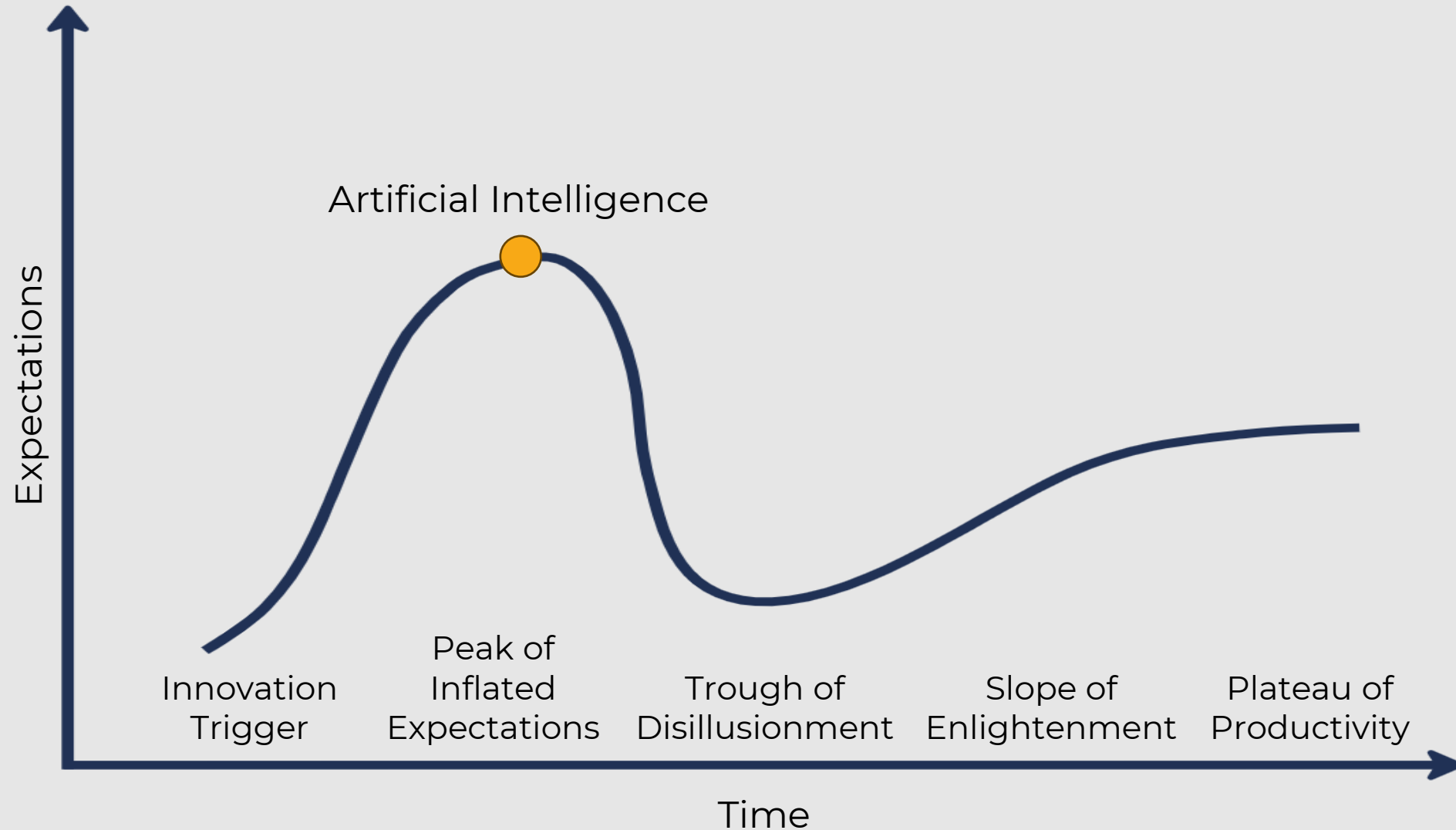


## Stock Price

Companies that mentioned AI saw an average stock price increase of 4.6%, those that did not only saw a 2.4% increase.

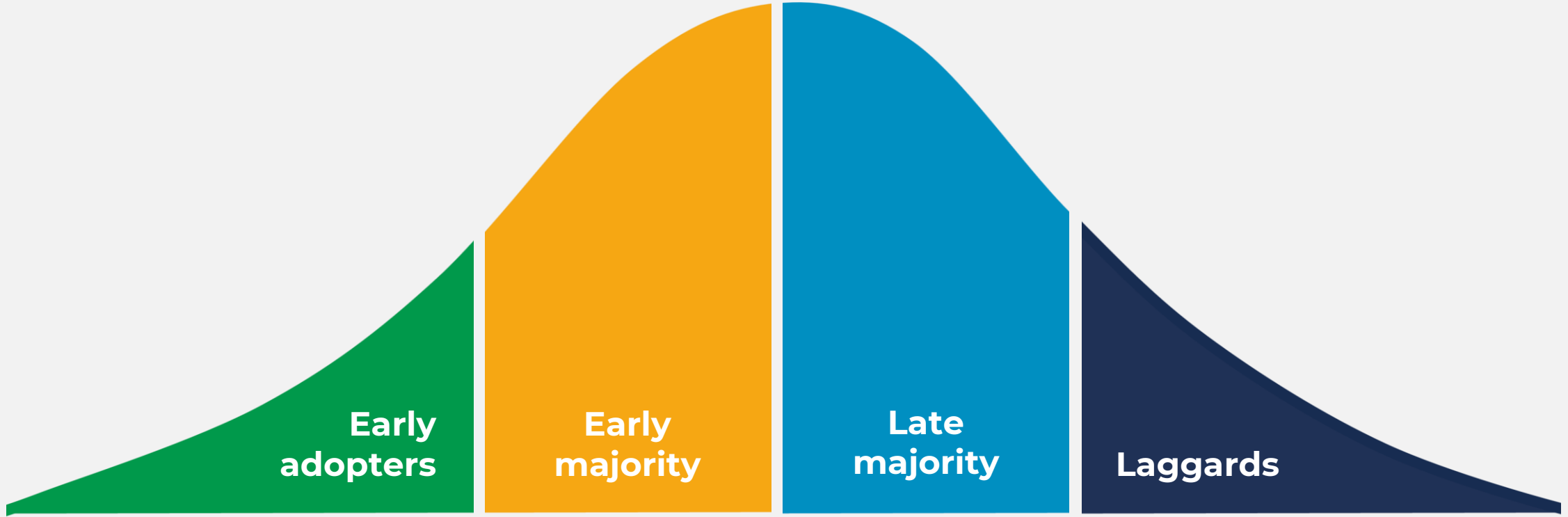


# Gartner hype cycle



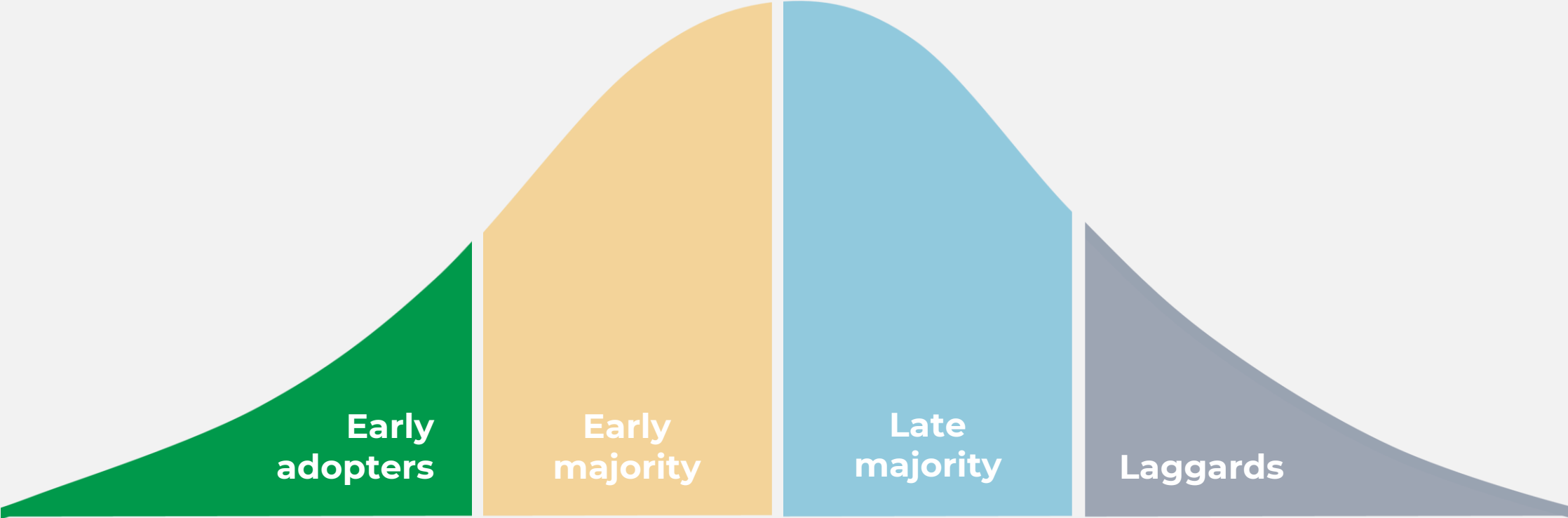


# Technology adoption life cycle





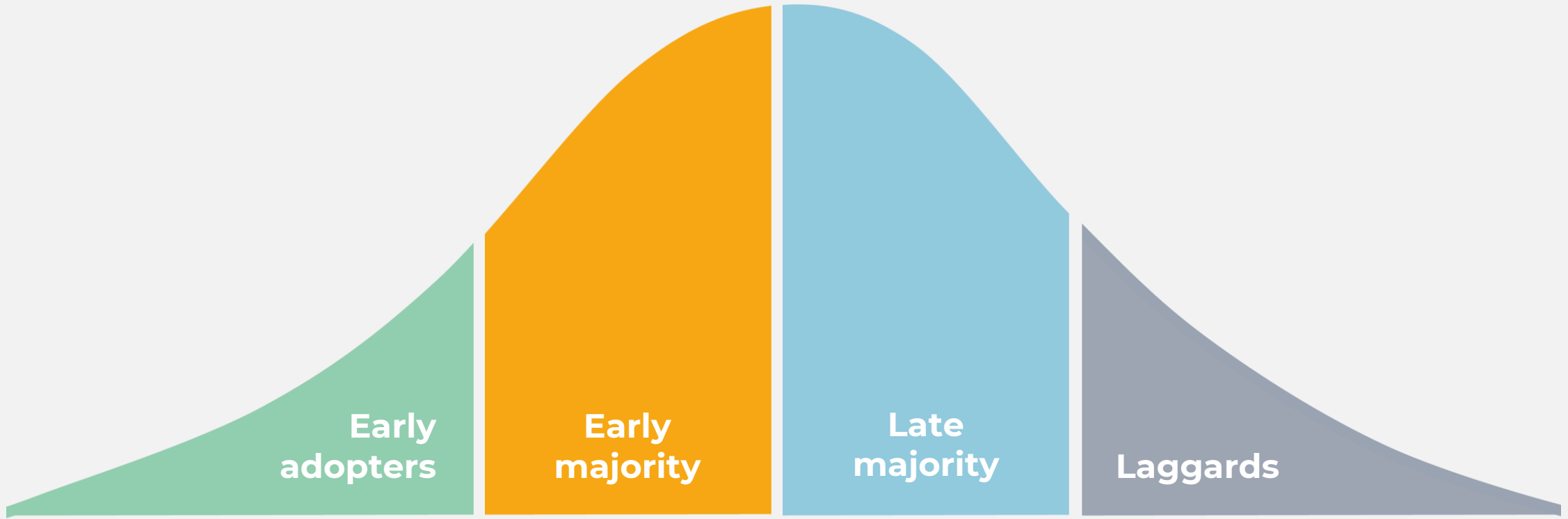
# Technology adoption life cycle





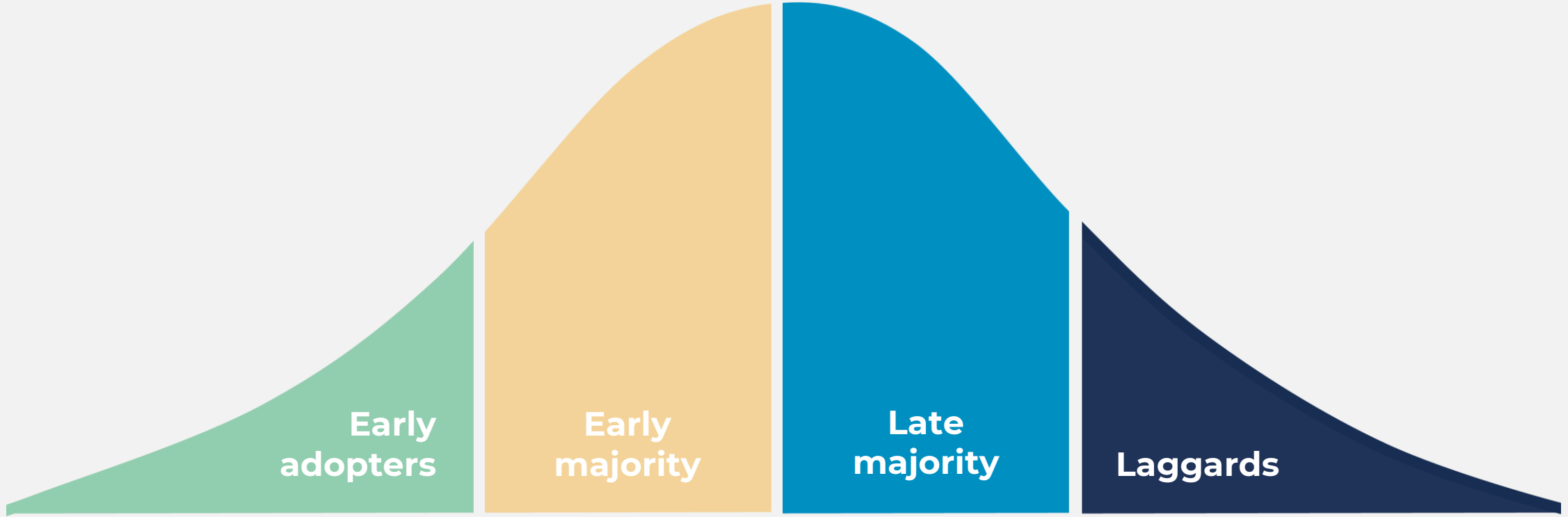


# Technology adoption life cycle





# Technology adoption life cycle







Members

# Have you used any AI products or services in the past?

Yes, chatbots for customer service

Yes, voice assistants

Yes, generative AI product for generating text, images, video or data

Yes, an application with integrated AI features

No, I have not used any AI products or services

I am not sure if the products or services I have used are AI

77%

72%

65%

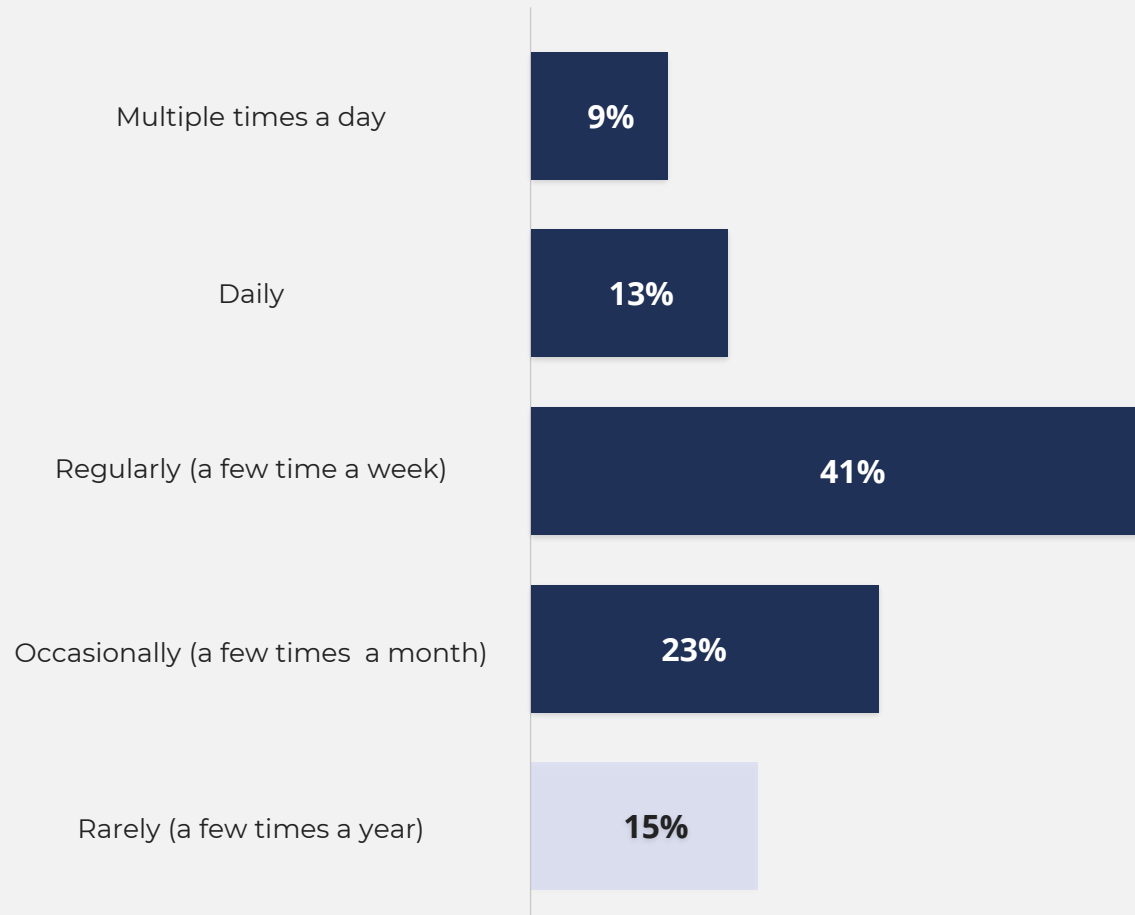
32%

9%

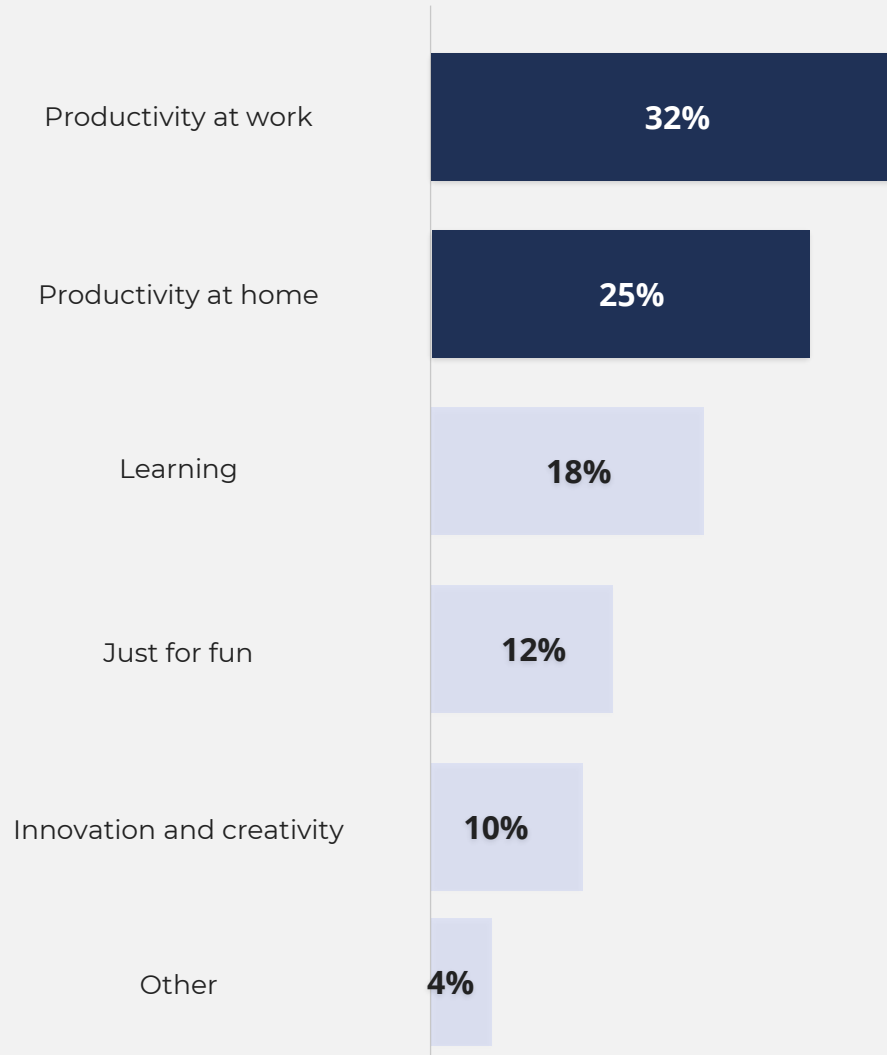
2%

*\*132 members of UK pension schemes with an even age distribution were surveyed*

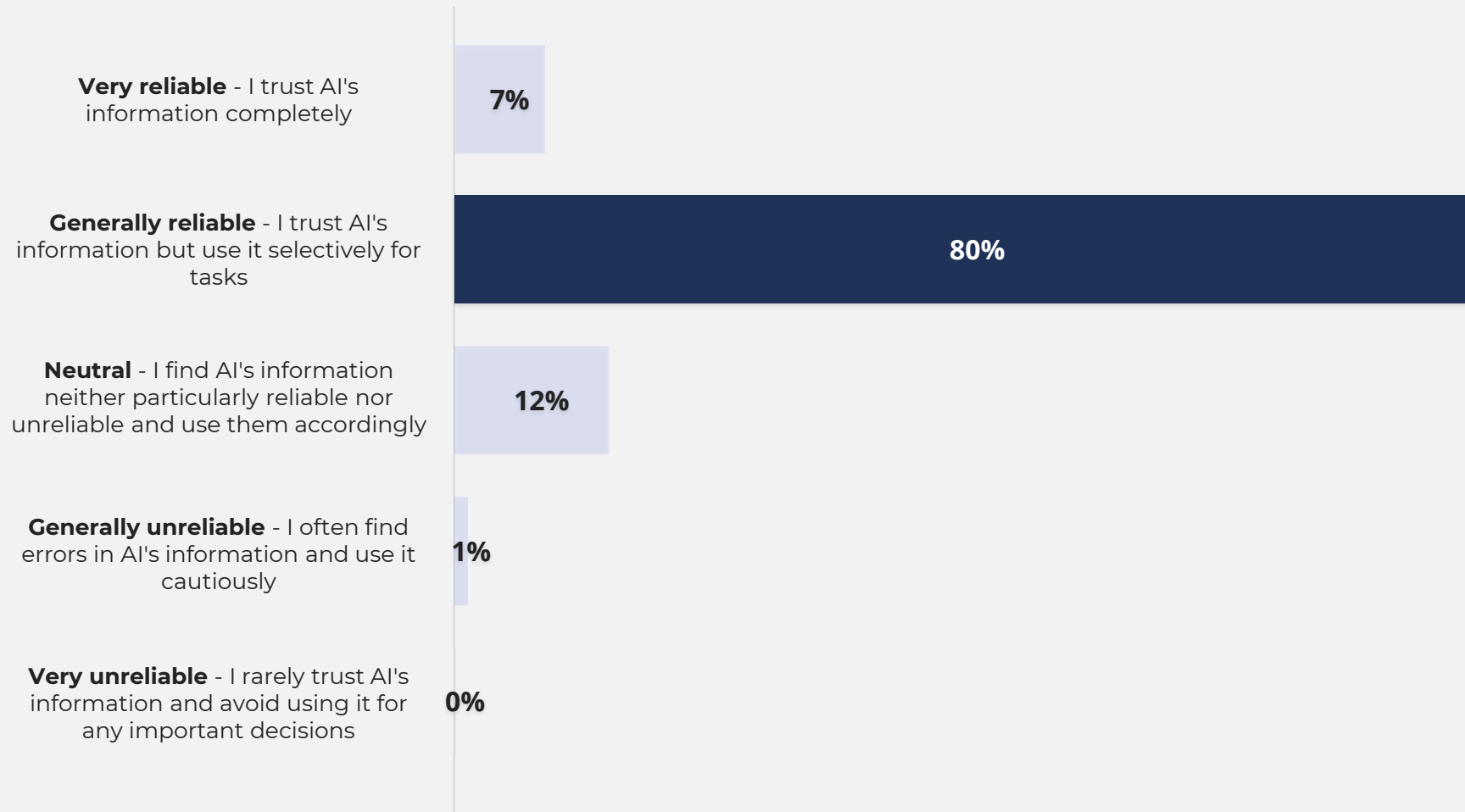
# How often do you use AI products or services?



# What is your main motivation for using AI?



# How reliable do you find the information produced by AI?







# Summary

## Members



### Usage

Nearly everyone uses AI



### Frequency

Most people are regular users



### Motivators

Most people use it for productivity



### Reliability

Most members find AI generally reliable



- **Technology Experts**
- **User Centric Design**
- **Redefining how members Engage.**





**What else do you  
think we should be  
looking at?**





 HEYWOOD

Thank you

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