HEYWOOD

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

Ashley Threadgold – Head of Products

Our mission

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

Help individuals feel confident about their future as they understand, plan and save for later life.

Help schemes and providers attract, engage and retain members and customers.

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

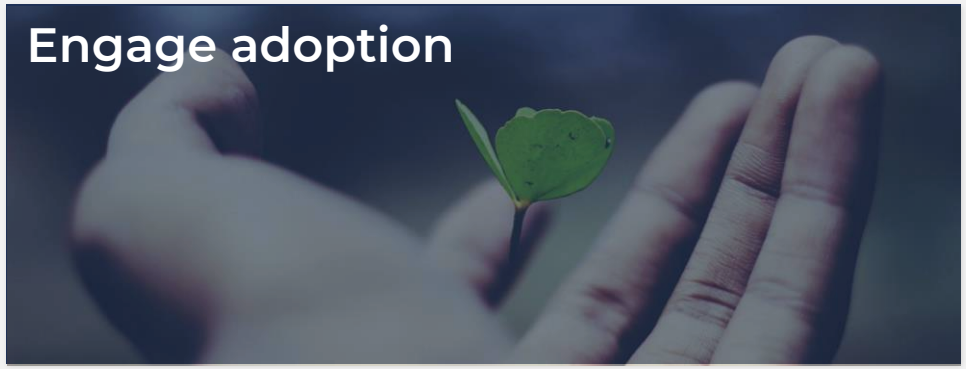
Award Winning

European Pensions AWARDS 2024

PENSIONSAge AWARDS 2023 WINNER
PENSIONS TECHNOLOGY FIRM OF THE YEAR

Investor in Customers® Silver 2023

Technology Themes



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

User Experience

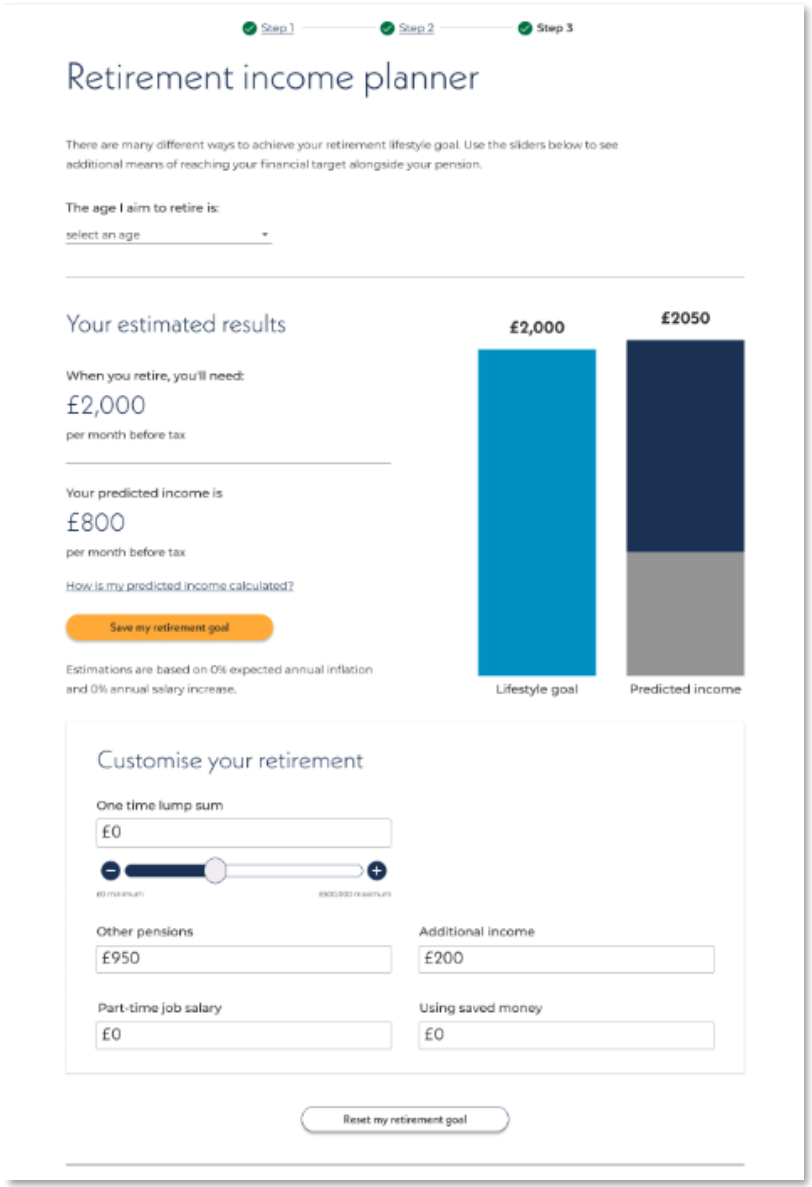
An experience as simple and trusted as online banking or retail

UX is...

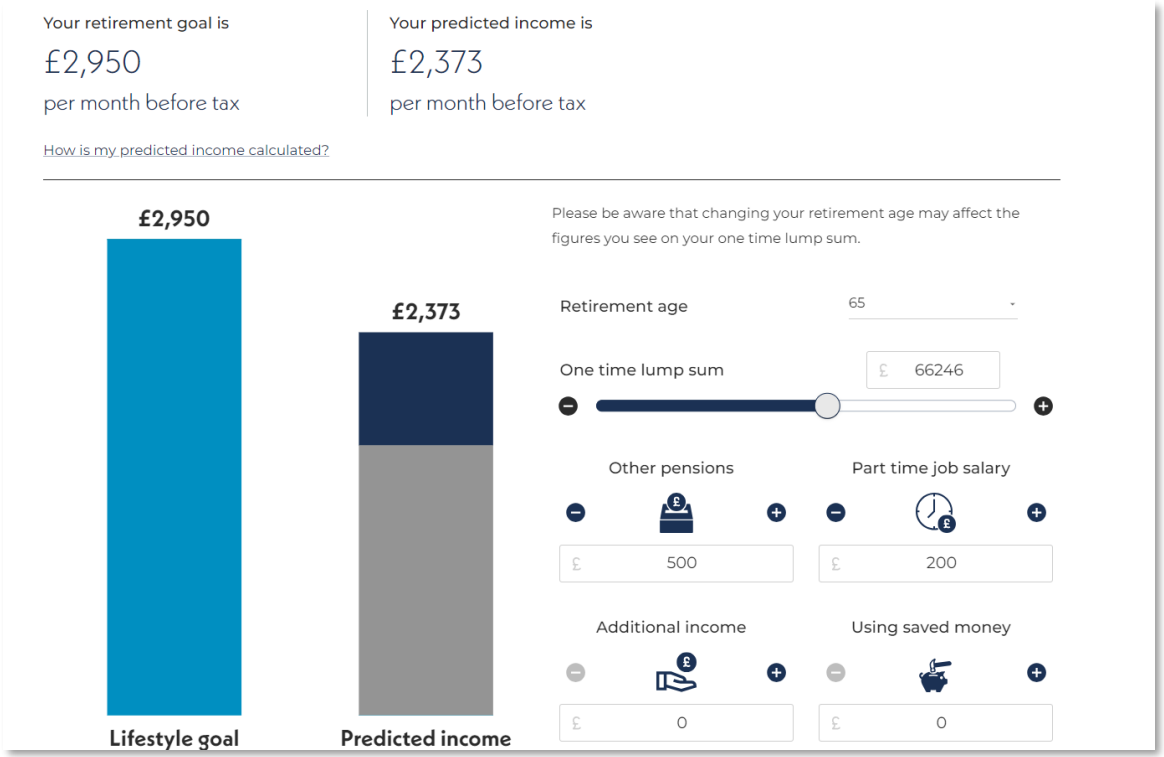
Member Research

UX is...

A


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.
£2,000
£2050
Lifestyle goal
Predicted income
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

B


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?
£2,950
£2,373
Lifestyle goal
Predicted income
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

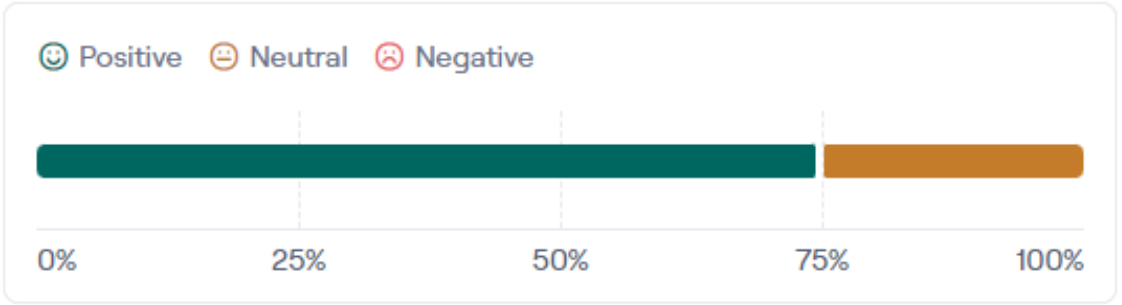
UX is...

Mission's overview

A high-level view of this mission's data

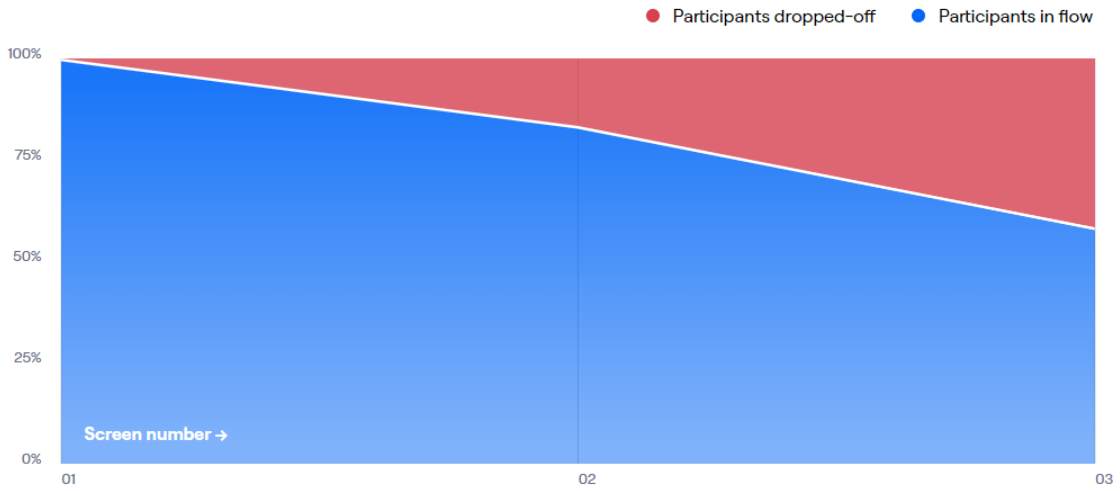
58.3%	41.7%	86.3%
Success rate	Drop-off	Misclick rate

Sentiment



“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



*"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

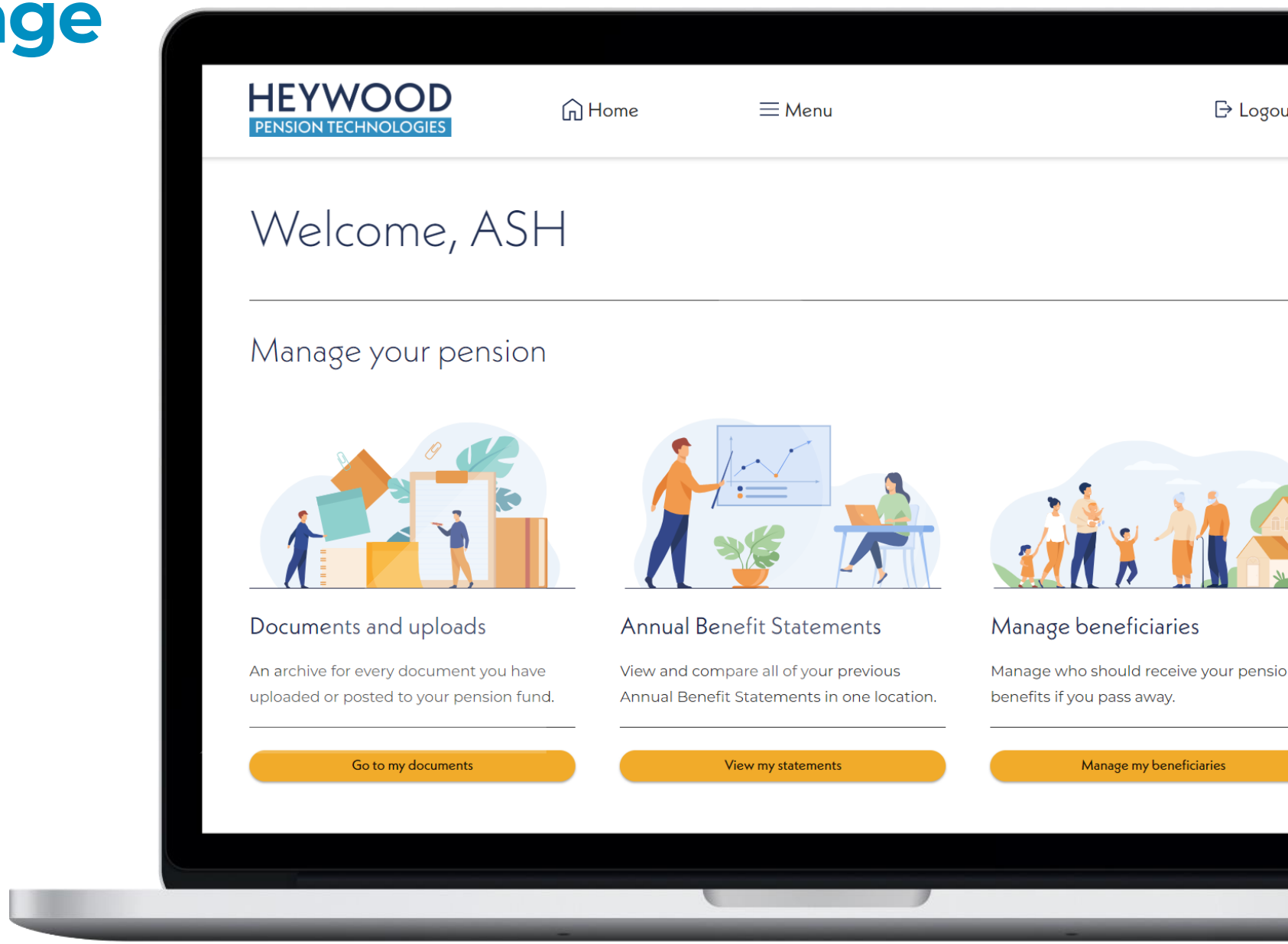
Making members into their own pension administrators

Increase Engagement

Using data to proactively trigger member engagement

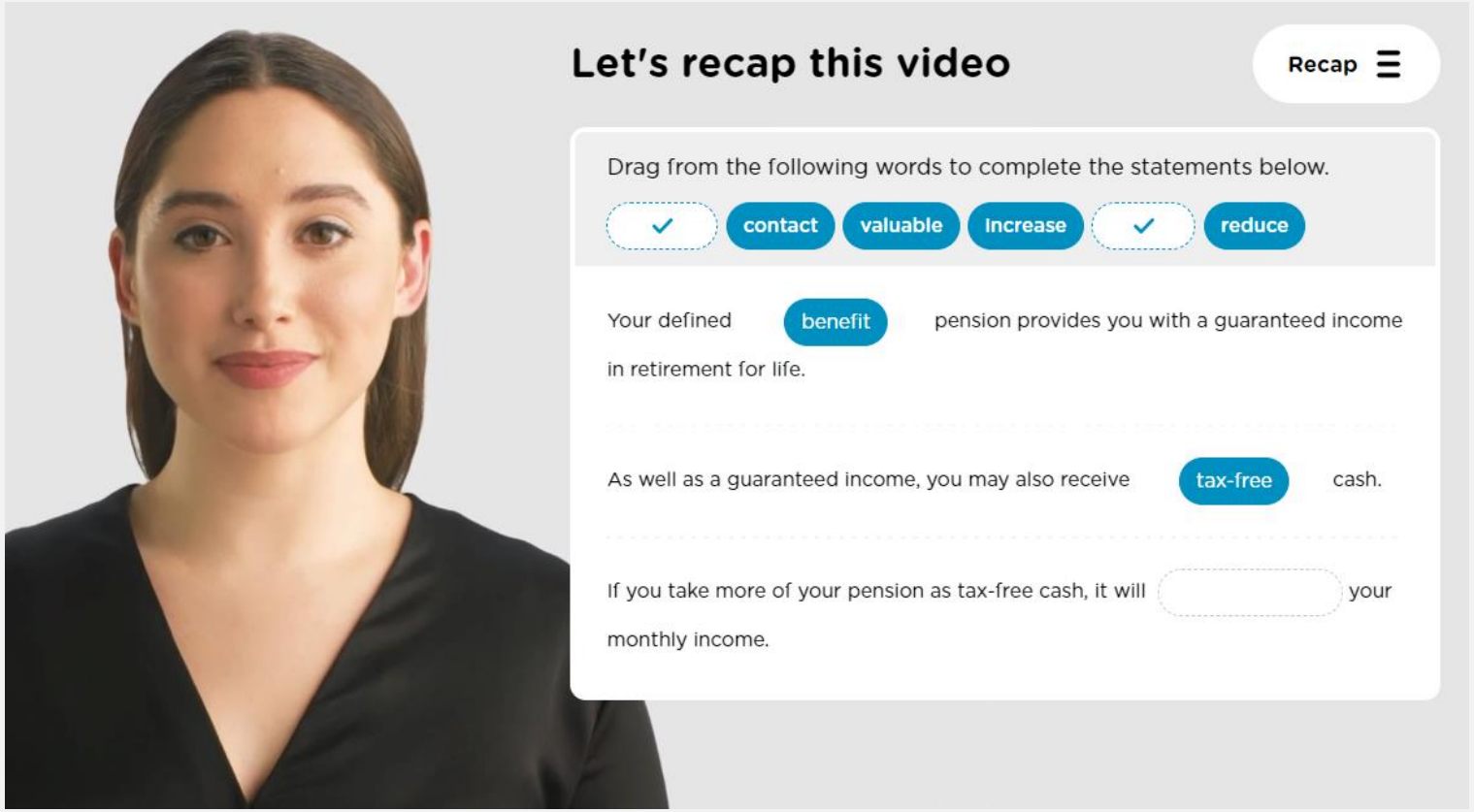
Heywood Engage

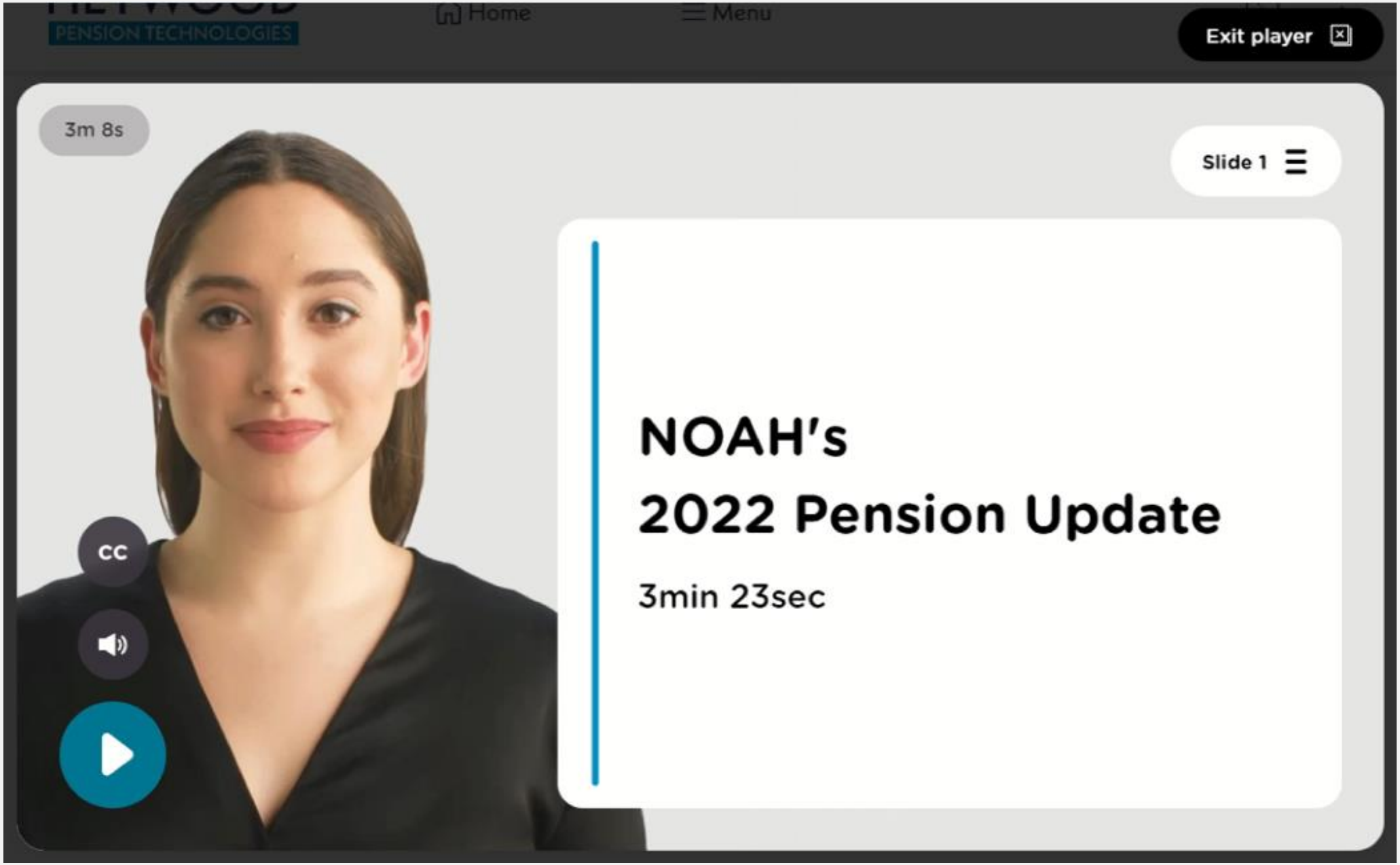
- **Plan for Retirement**
- **Reduces Complexity**
- **Two Way Channel**
- **Interact Securely**
- **Accessible**

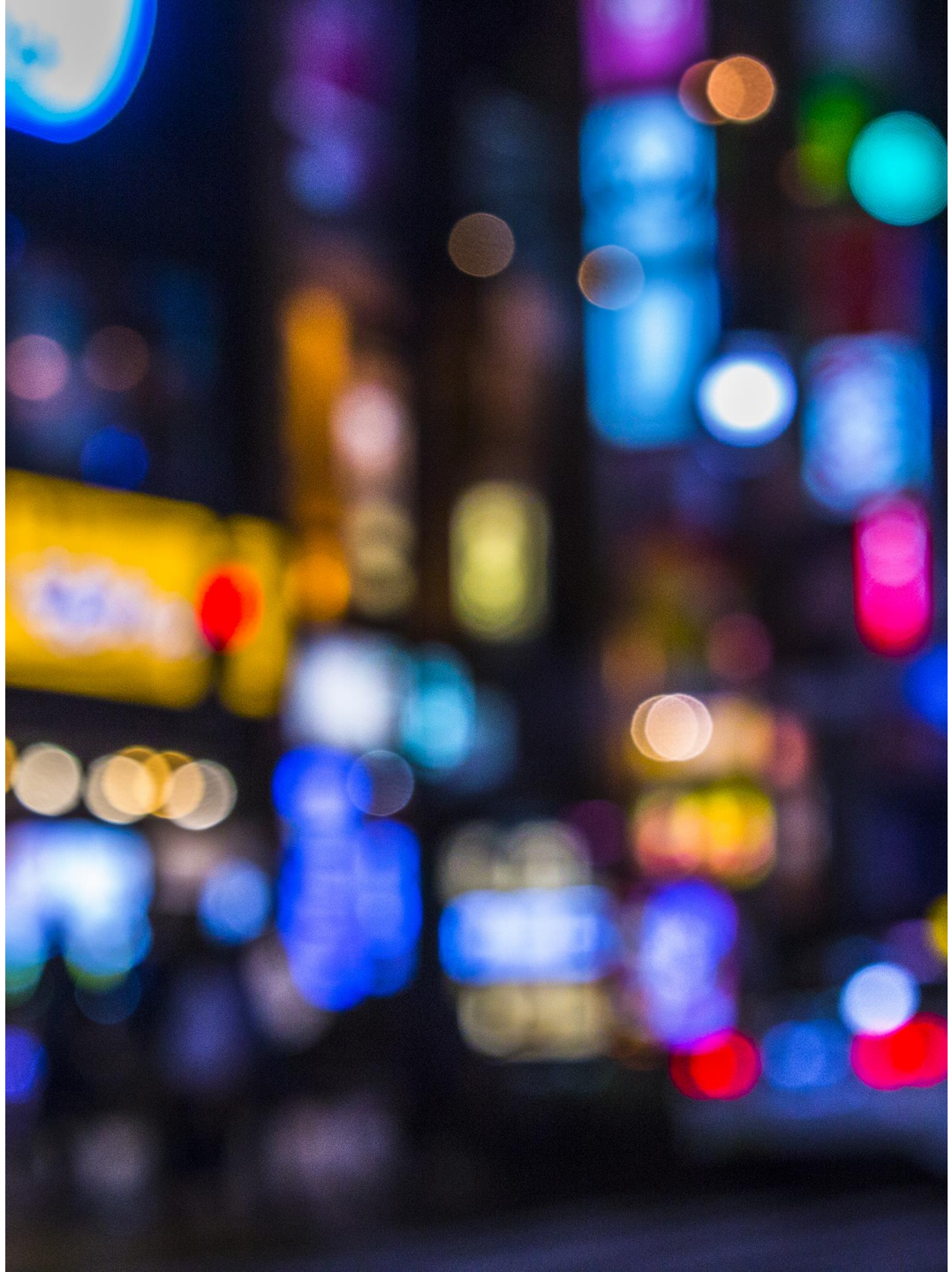


Video ABS

Making a complex subject simple



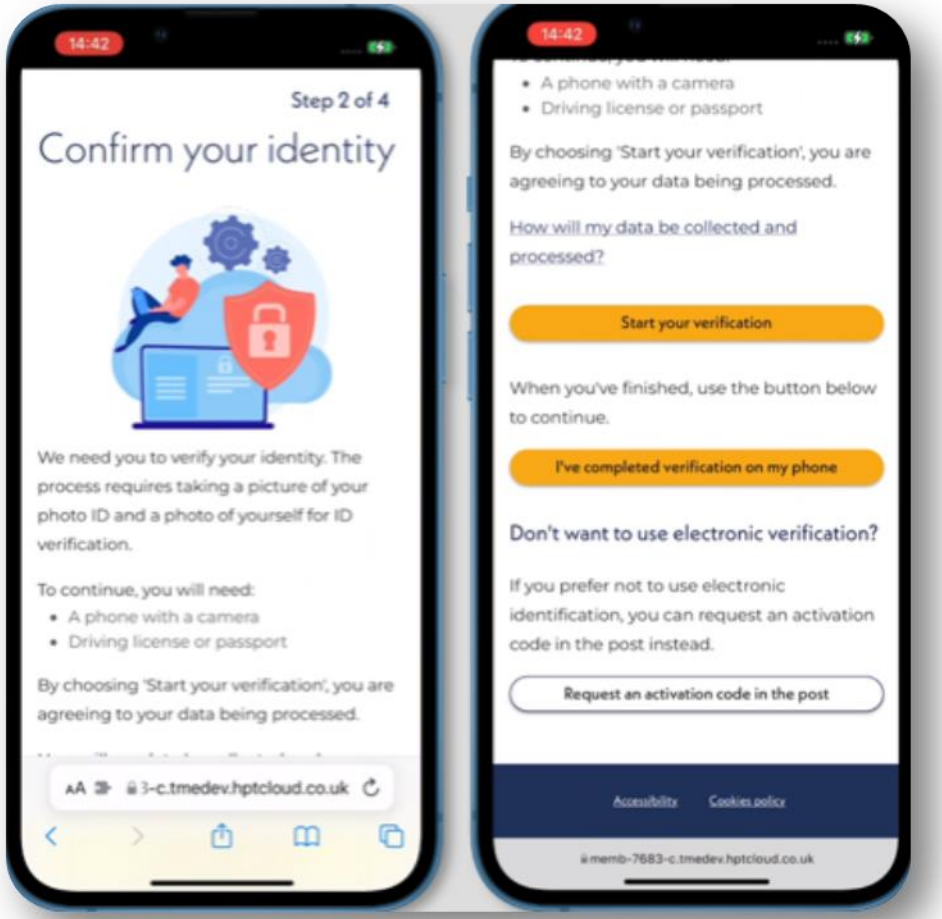

PENSION TECHNOLOGIES
Home
Menu
Exit player
3m 8s
Slide 1
CC
NOAH's
2022 Pension Update
3min 23sec



On Demand

HARDENED

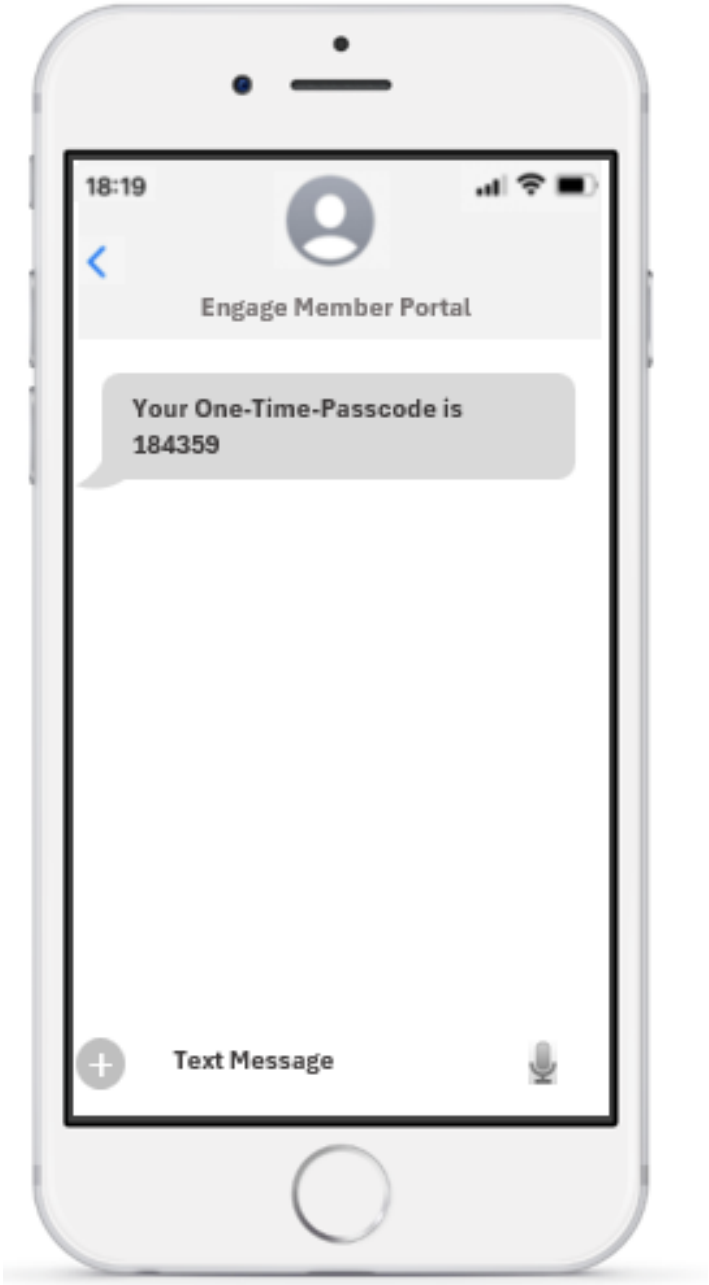
Electronic Identity Verification

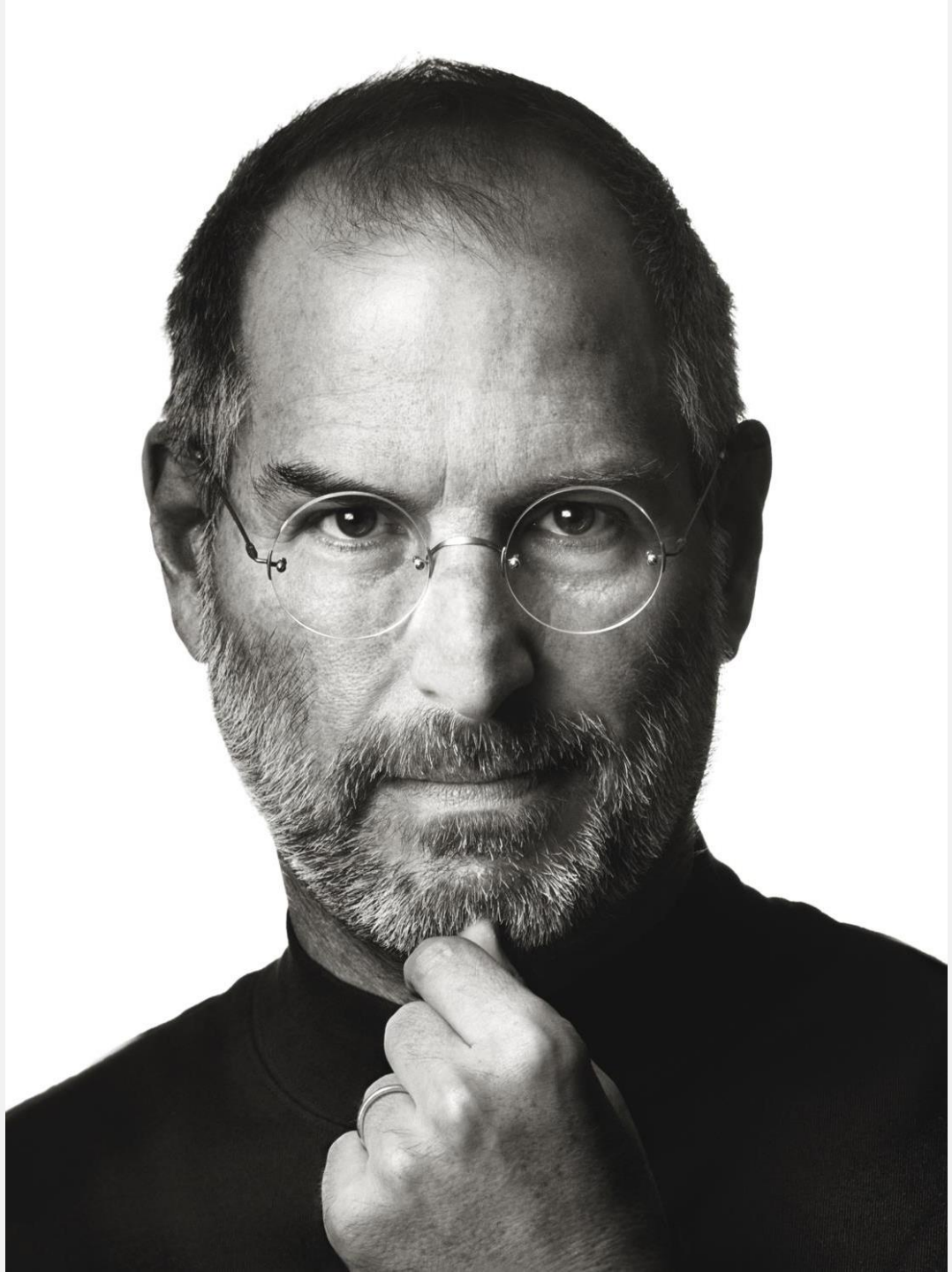


Redefining how members register.

SMS MFA

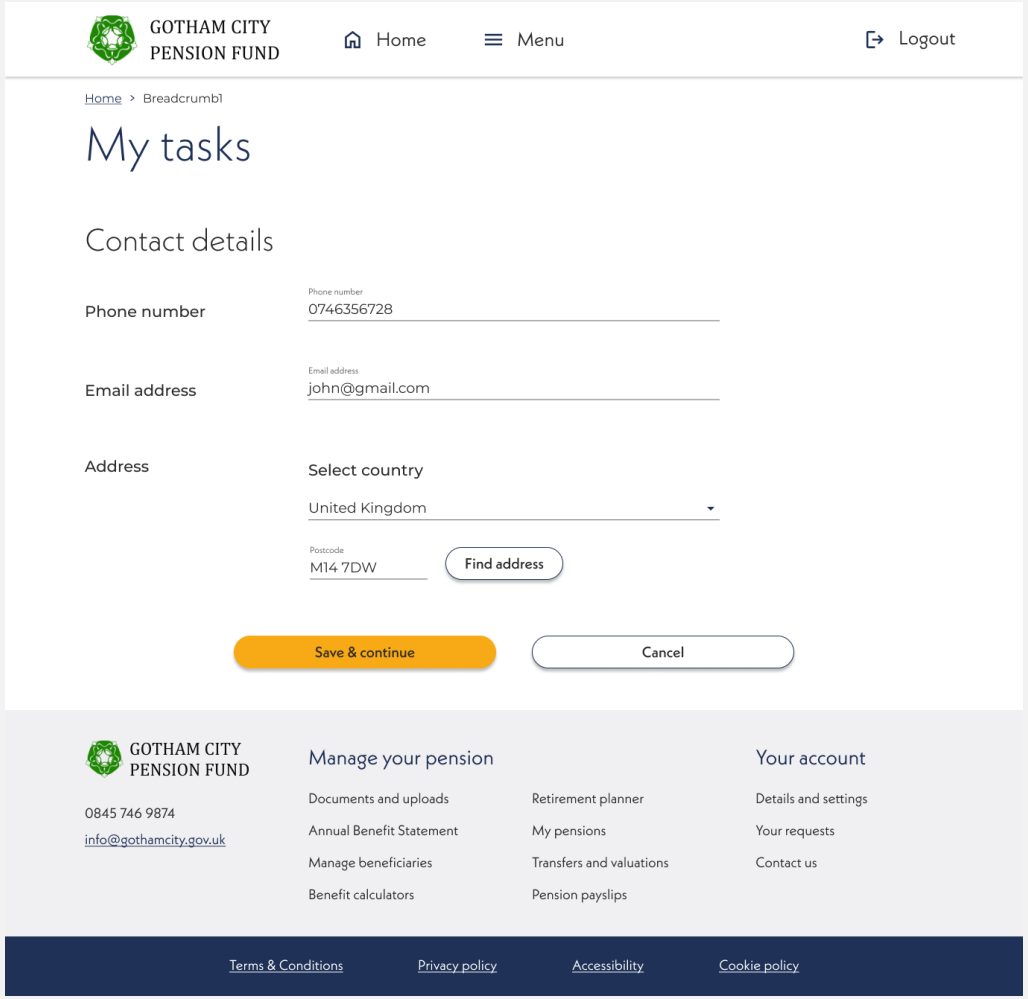
Secure hassle free access.

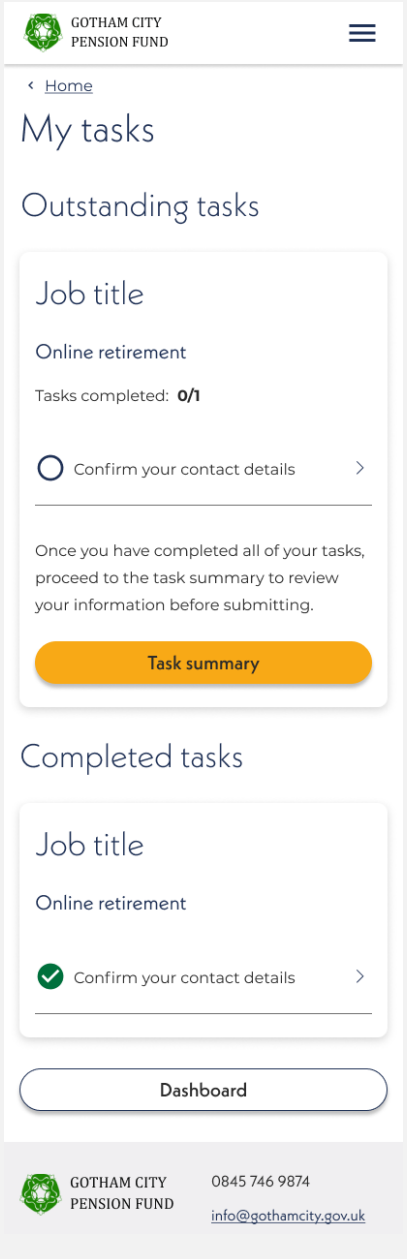


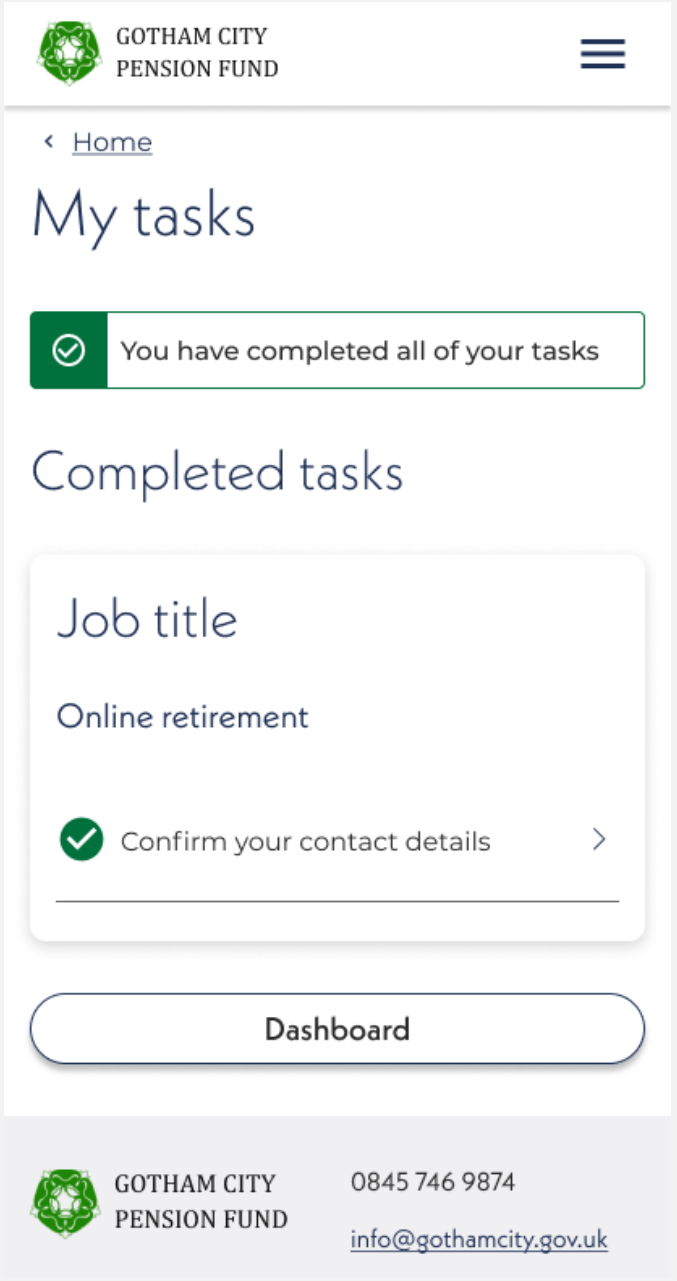


“Technology is nothing. What's important is that you have a faith in people, that they're basically good and smart, and if you give them tools, they'll do wonderful things with them.” - Steve Jobs

Member Tasks







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 in
next outbr

Orchestrating The Future— AI In The Music Industry

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

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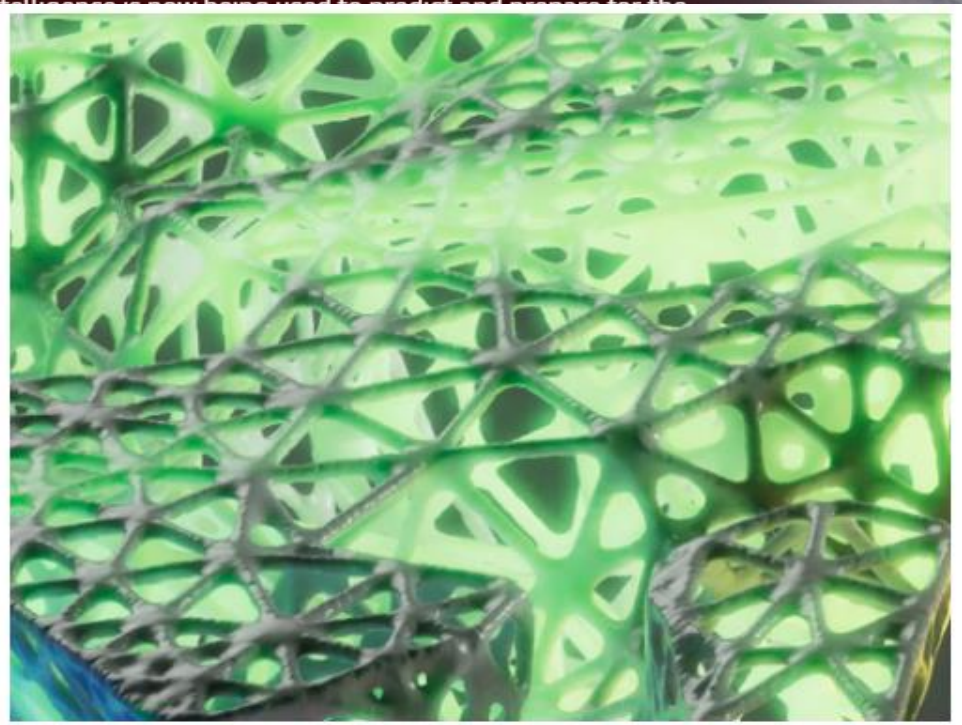


ng AI Innovation

BUSINESS AI

A ca in t

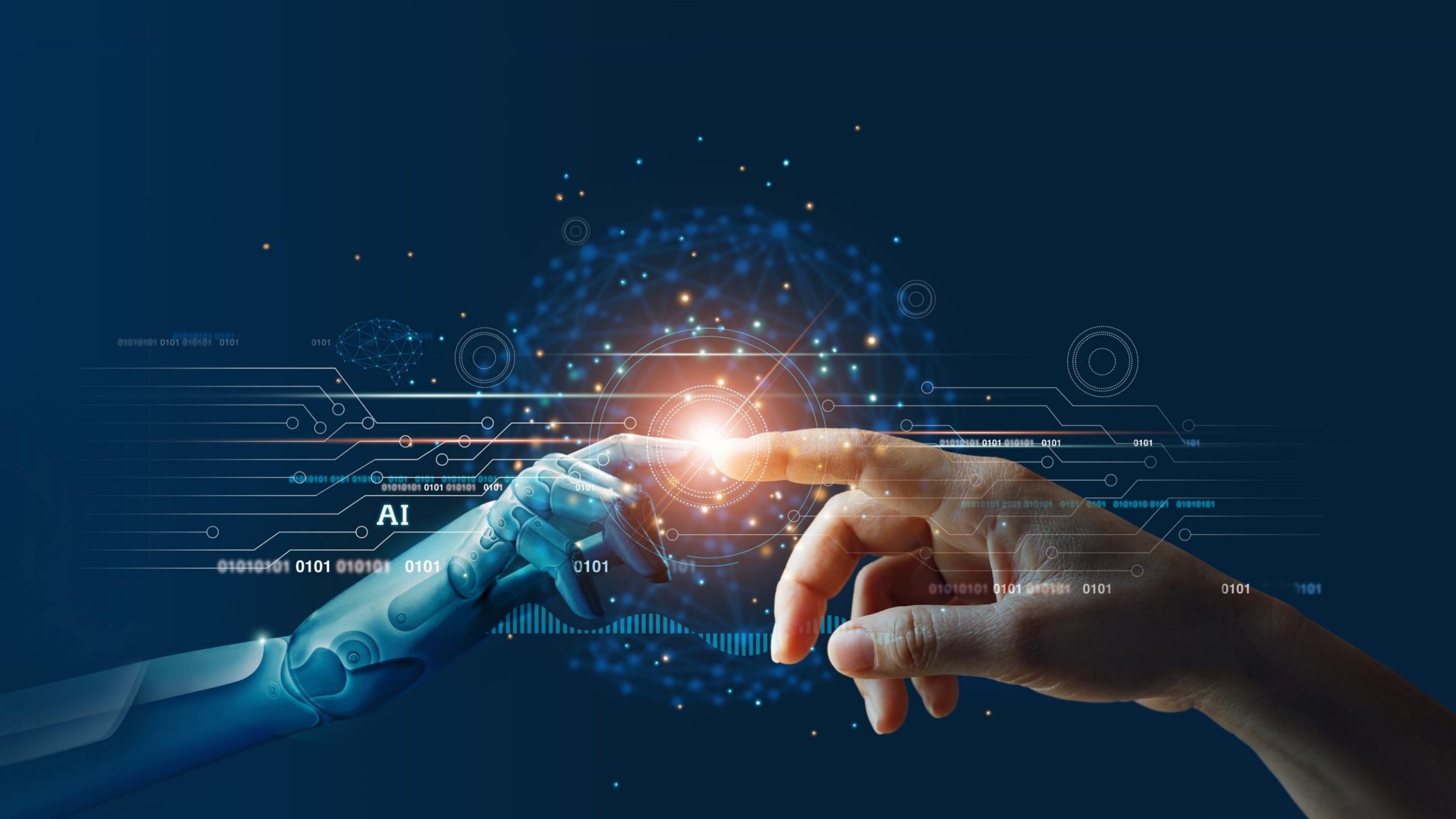
Jenny

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.

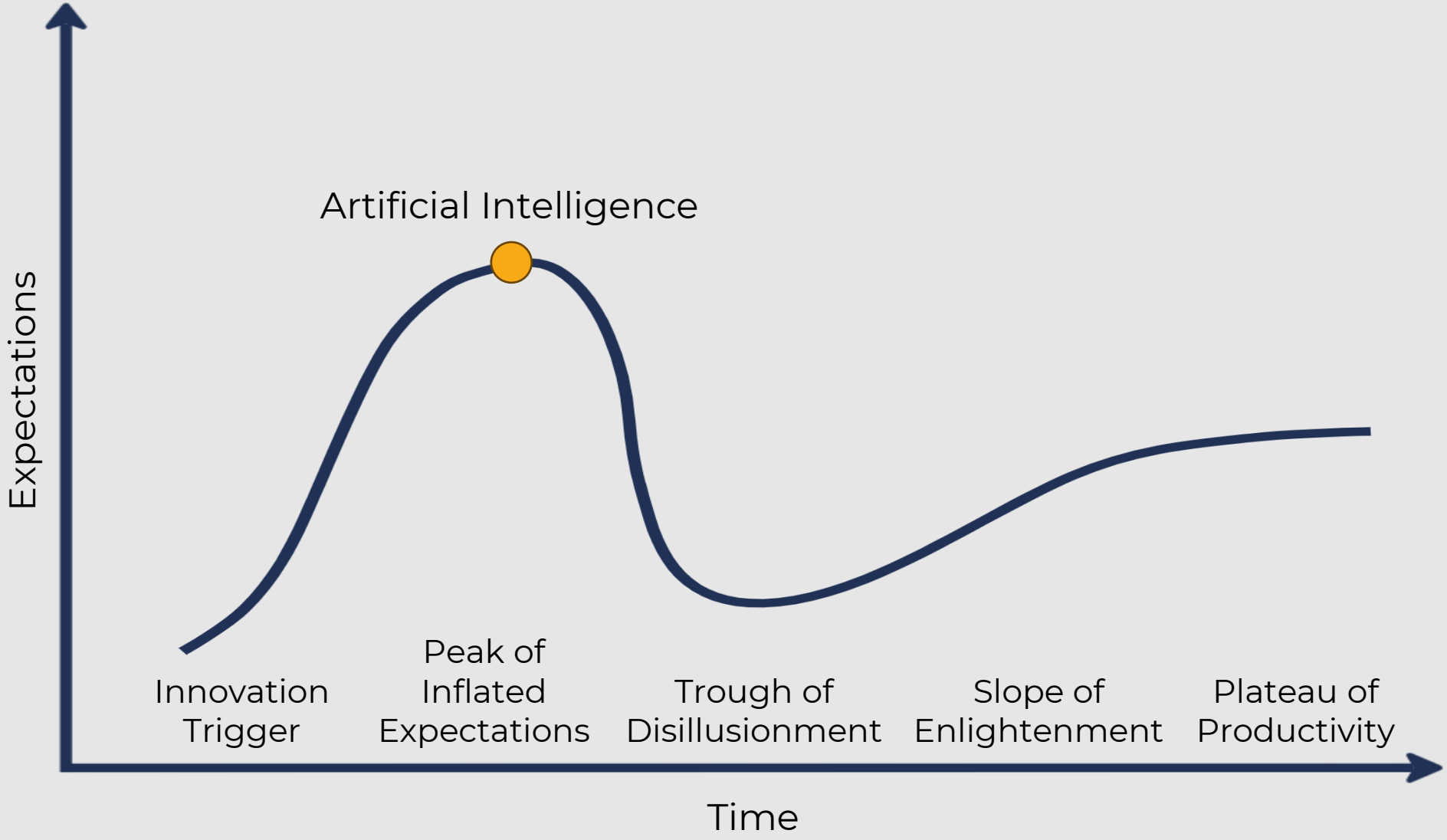
o laughing matter - how AI is elping comedians write jokes

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


AI

HOPE

Gartner hype cycle



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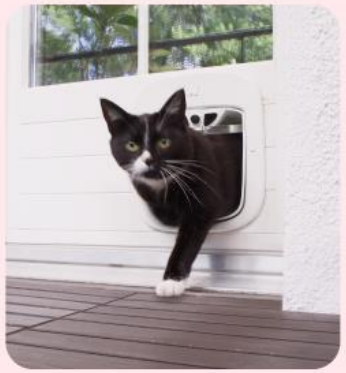
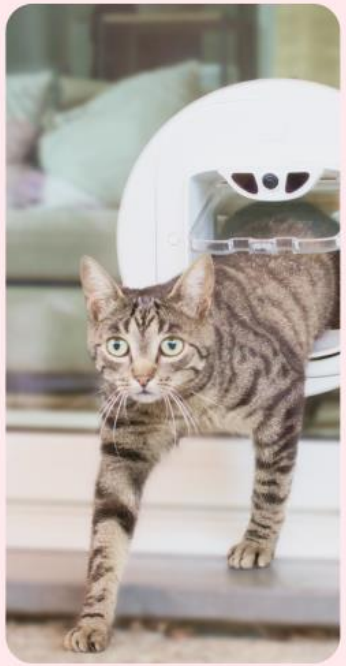




366%

Quarterly Reports

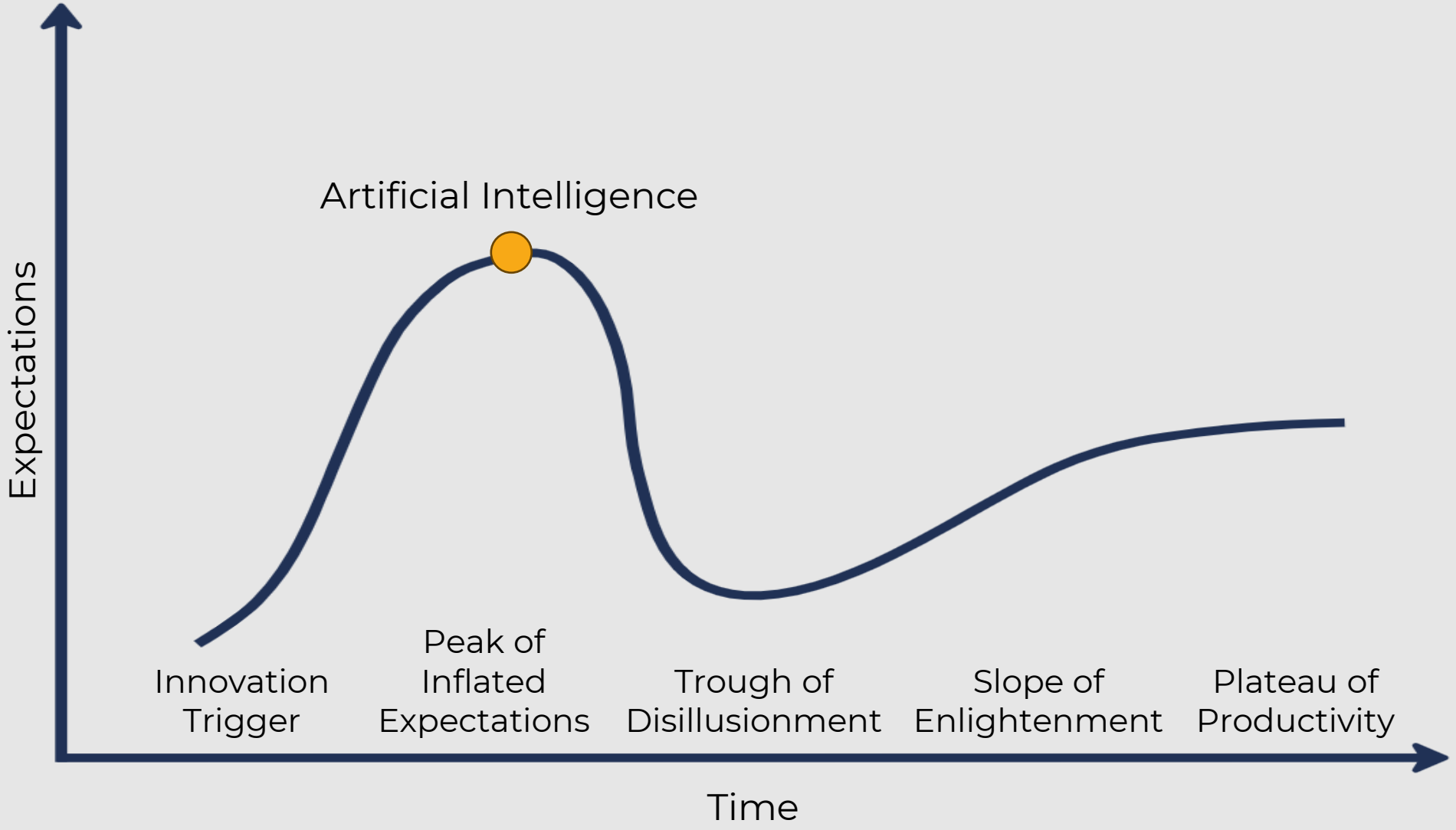
The number of AI mentions in 2023 increased by 366%.

4.6%

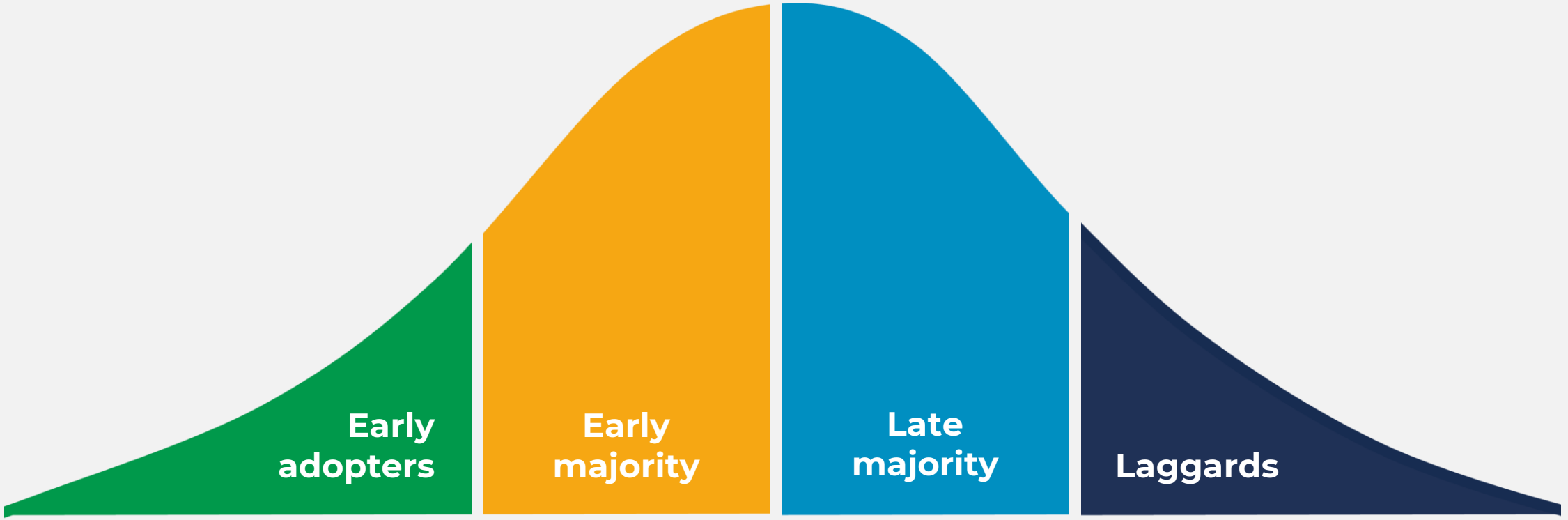
Stock Price

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

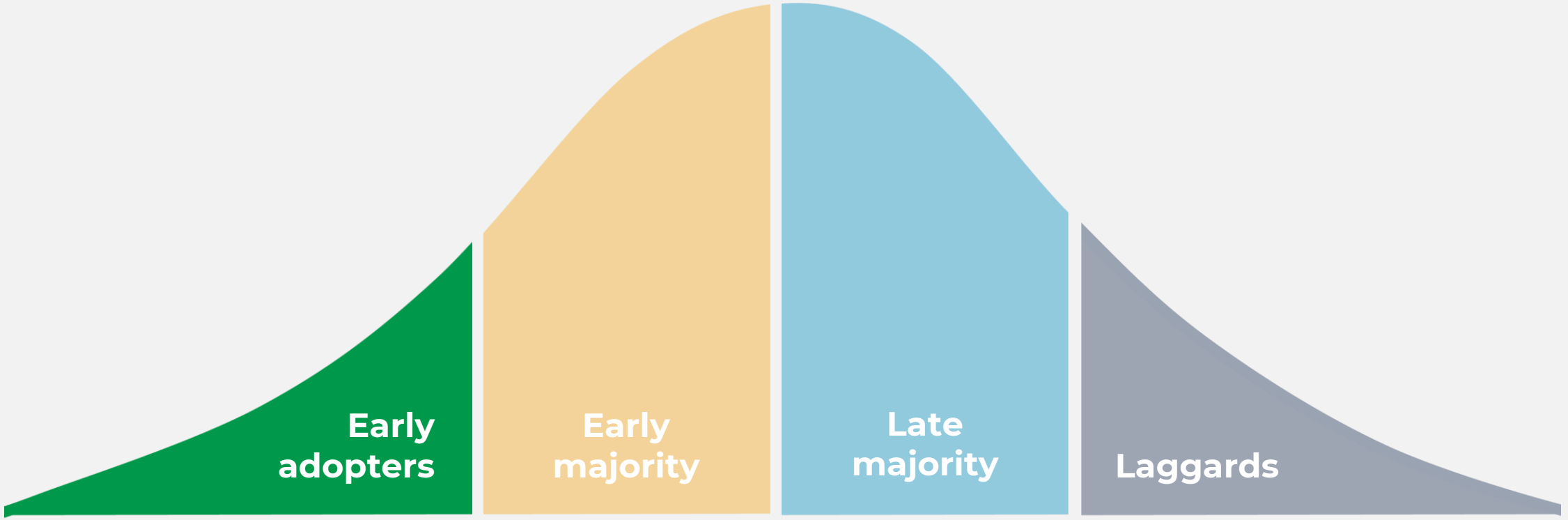
Gartner hype cycle



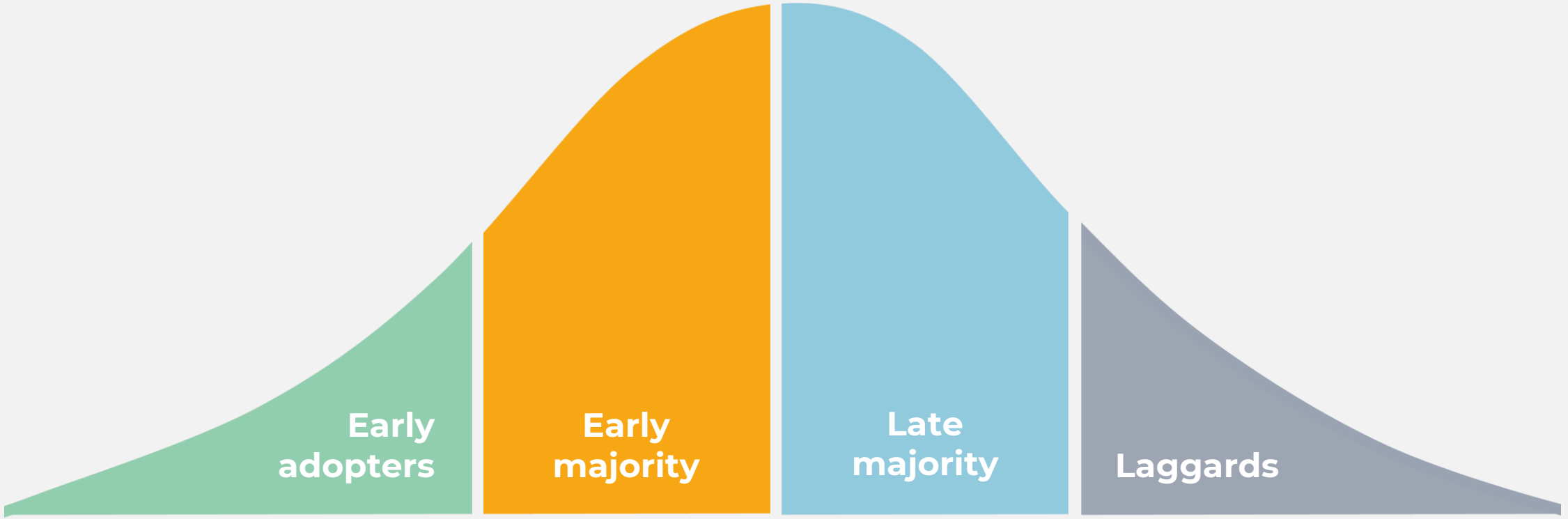
Technology adoption life cycle



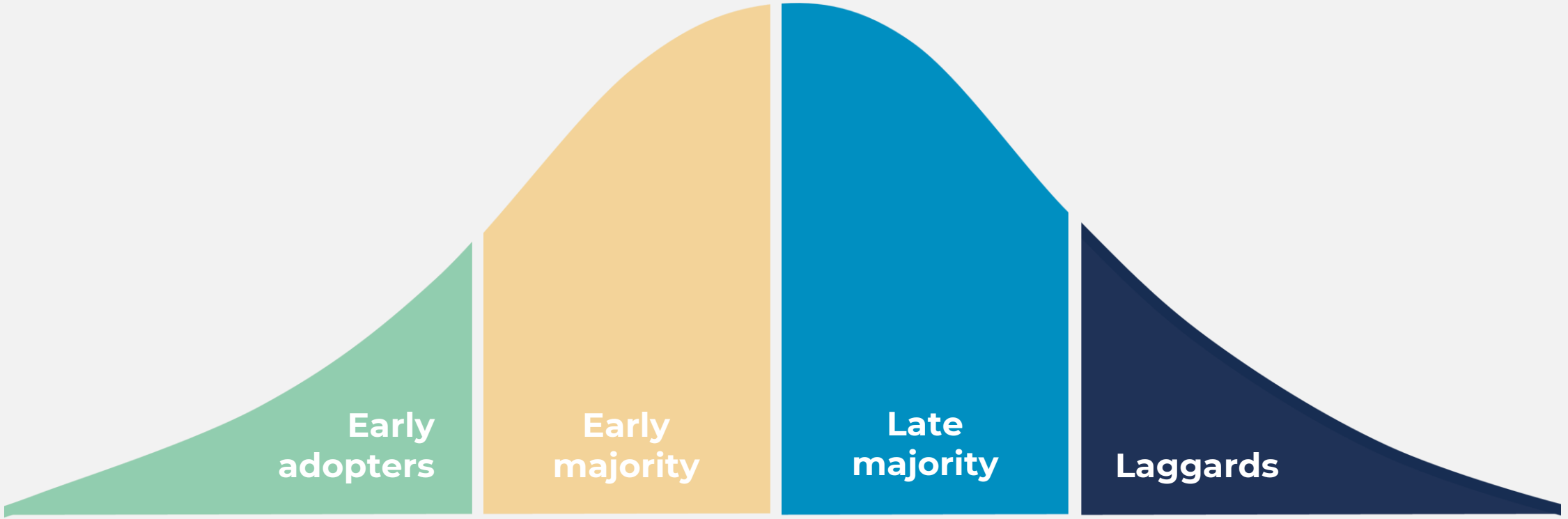
Technology adoption life cycle



Technology adoption life cycle

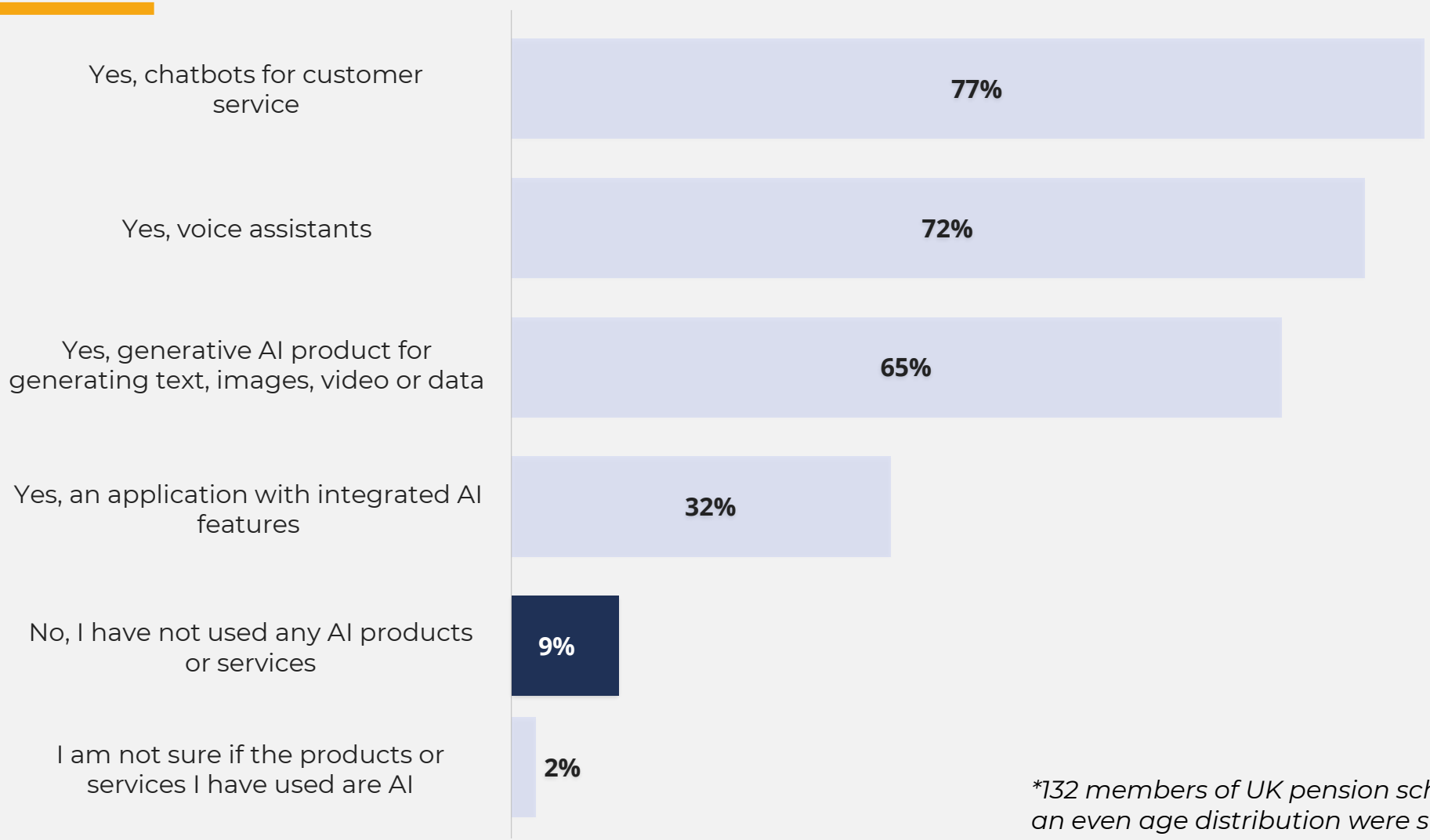


Technology adoption life cycle



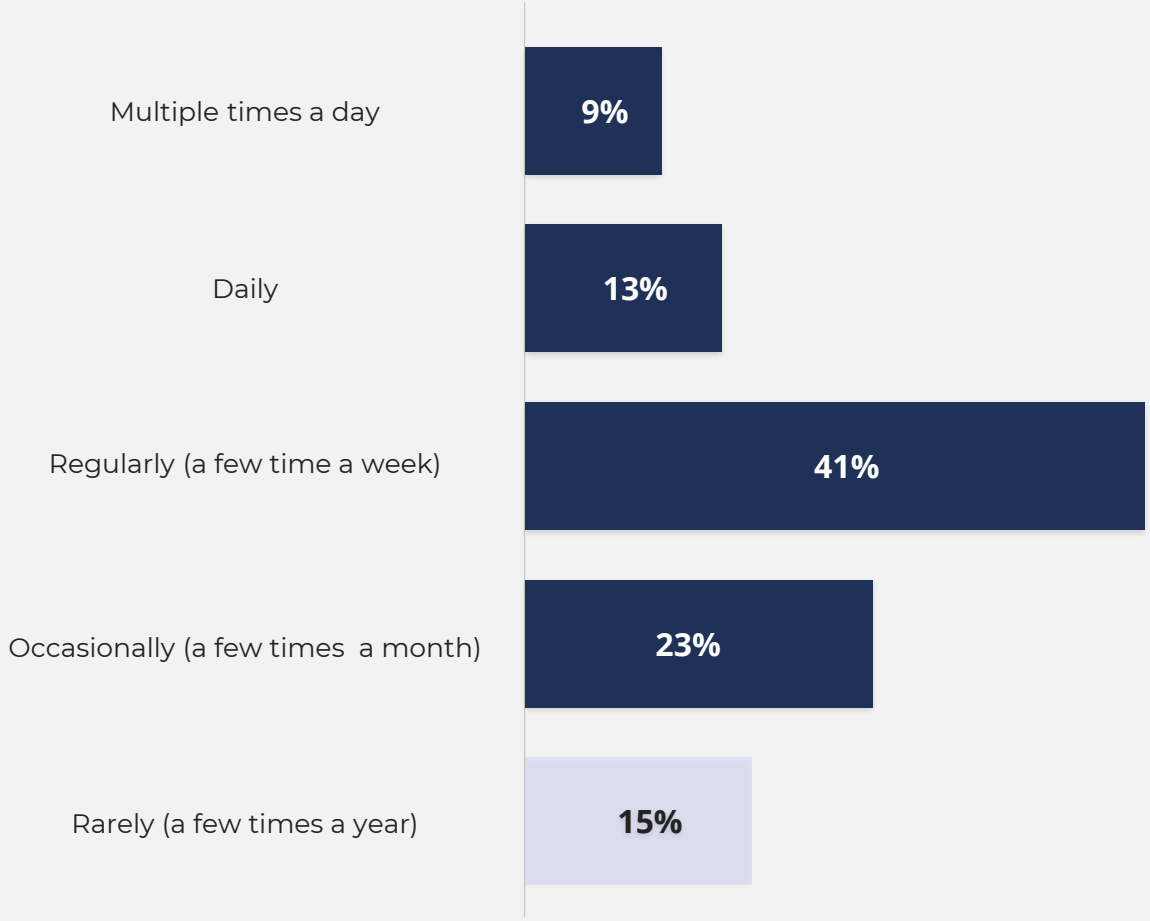
Members

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

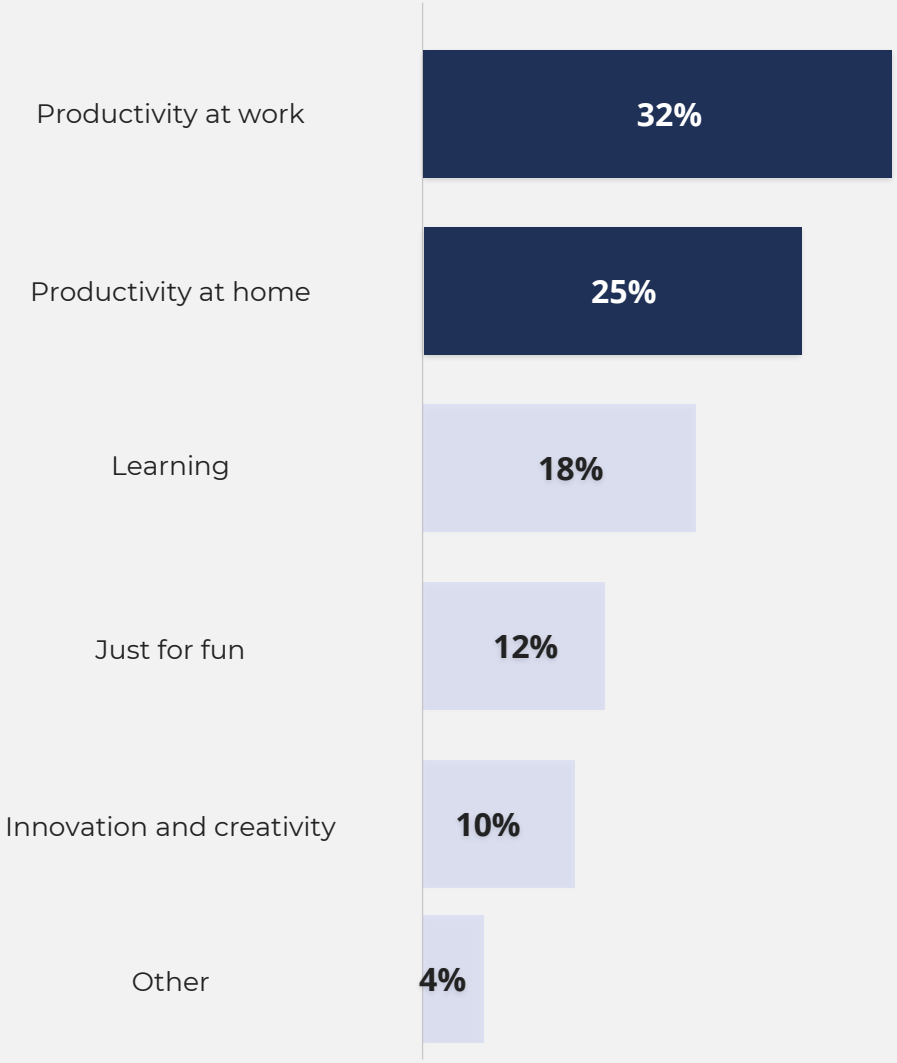


**132 members of UK pension schemes with an even age distribution were surveyed*

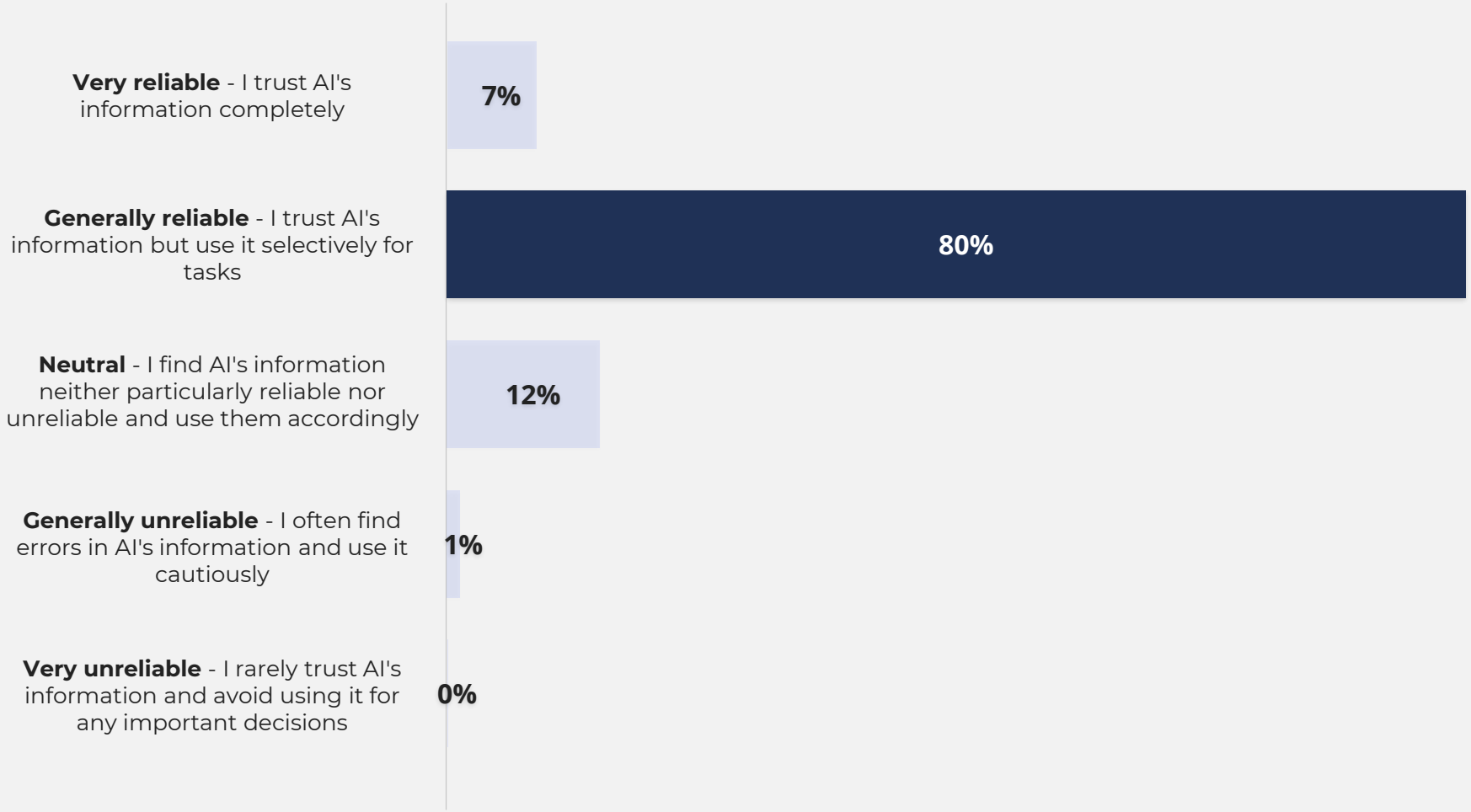
How often do you use AI products or services?

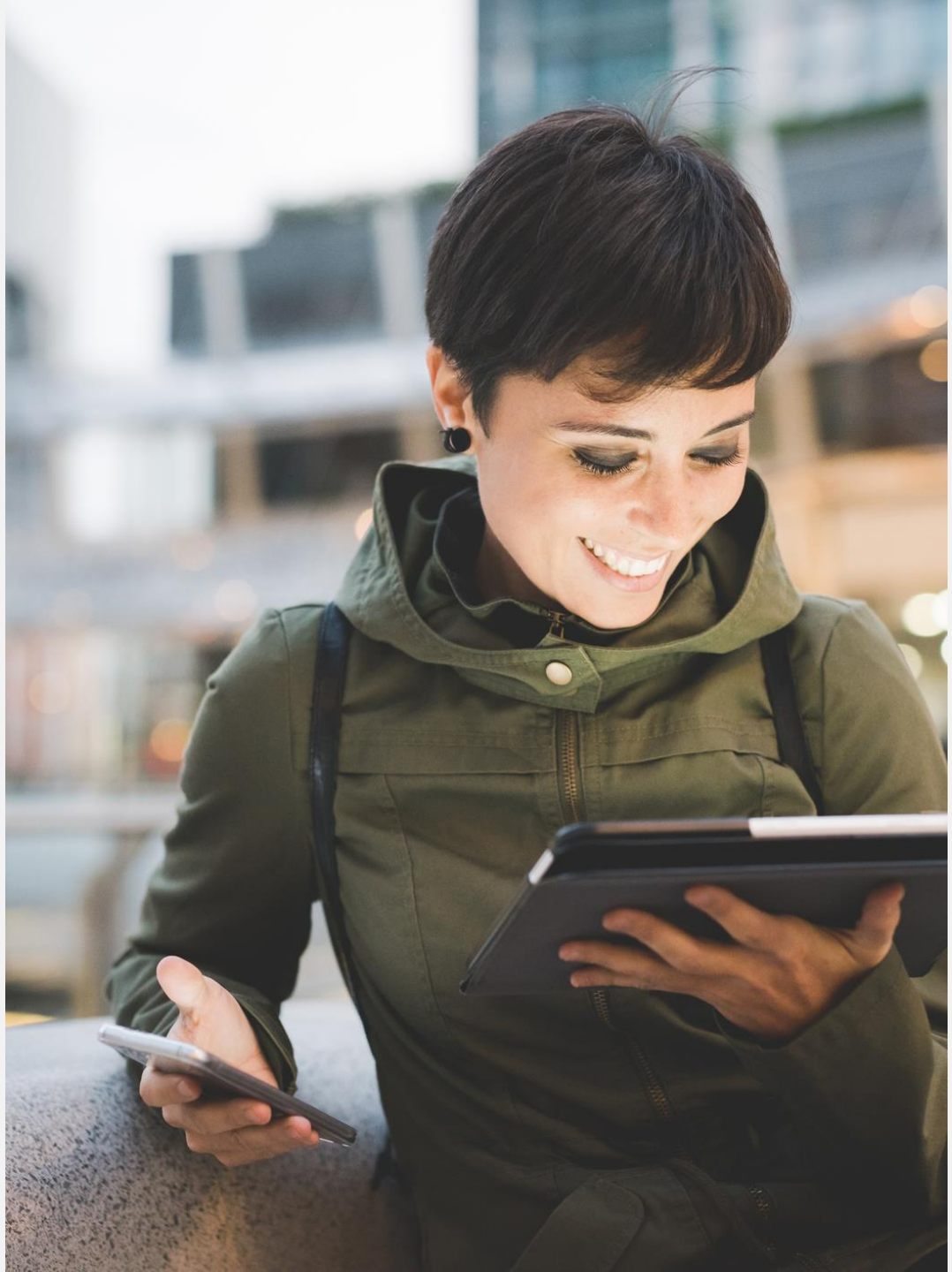


What is your main motivation for using AI?



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.

HEYWOOD

What else do you think we should be looking at?

HEYWOOD

Thank you