



Punter Southall
DC CONSULTING



Communications for pensions



Creating member engagement

To make the most of their pension benefits, members need to be able to make informed decisions. They can only do this if they have access to the right information, presented in a way that they can engage with and understand.

Engage your employees and members

When offering a pension scheme, an effective communication strategy that delivers the right message at the right time to your employees and members is crucial in helping them understand issues that affect them as they plan for their retirement.

Using our experience and resources, we will work with you to develop a strategy that fits your needs and those of your employees and members, to ensure that the message is received and always understood.

Your communication strategy

We **Listen**, **Plan** and **Deliver** to ensure that your message is seen, heard and most importantly understood.



Listen



Understand scope and objectives

Your aims

Message themes

What you want to say

Style & tone

How you want to say it



Plan



Understanding the workforce

Segment and identify emotive issues

Communication methods

Literature, interactive and face-to-face

Project management

Working to your timeframe



Deliver



Communicate

Engage and involve employees and members

Evaluation & measurement

How is success measured?

Did you achieve your objectives?

Tailored methods of delivery

Each circumstance requires a unique solution. Here are some of the various ways we have helped our clients:

Literature

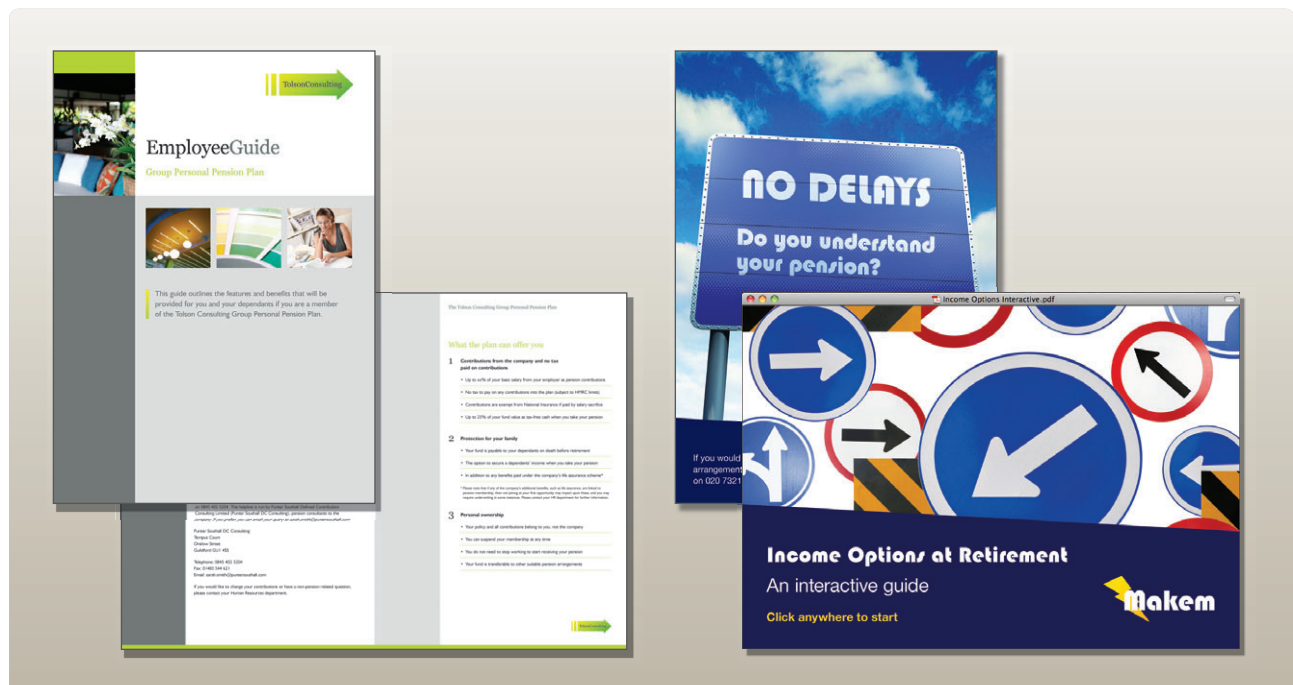
- Mailings
- New joiner packs
- Guides
- Flyers
- Q&A's
- Newsletters
- Posters/onsite literature
- Emails
- Text messaging

Interactive

- Interactive PDF's
- Vidcasts
- Podcasts
- Websites
- Modellers
- Outbound calls
- Helpdesk (email & phone)
- Member surveys

Face-to-face

- Presentations
- One-to-ones
- Clinics
- Focus groups
- Retirement counselling



Get in touch

To find out more about our communication services, please contact Neil Latham:



01483 540 300



neil.latham@puntersouthall.com



Use a scanning app on your smartphone to find out more

For further information, visit our website at www.puntersouthall.com

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