



# Improving member engagement

**Nigel Ferrier**

Executive Chairman, Ferrier Pearce







Know who your customer is  
Understand what they want  
Appreciate how they think







Know who your customer is  
Understand what they want  
Appreciate how they think



And, most importantly  
stimulate a response



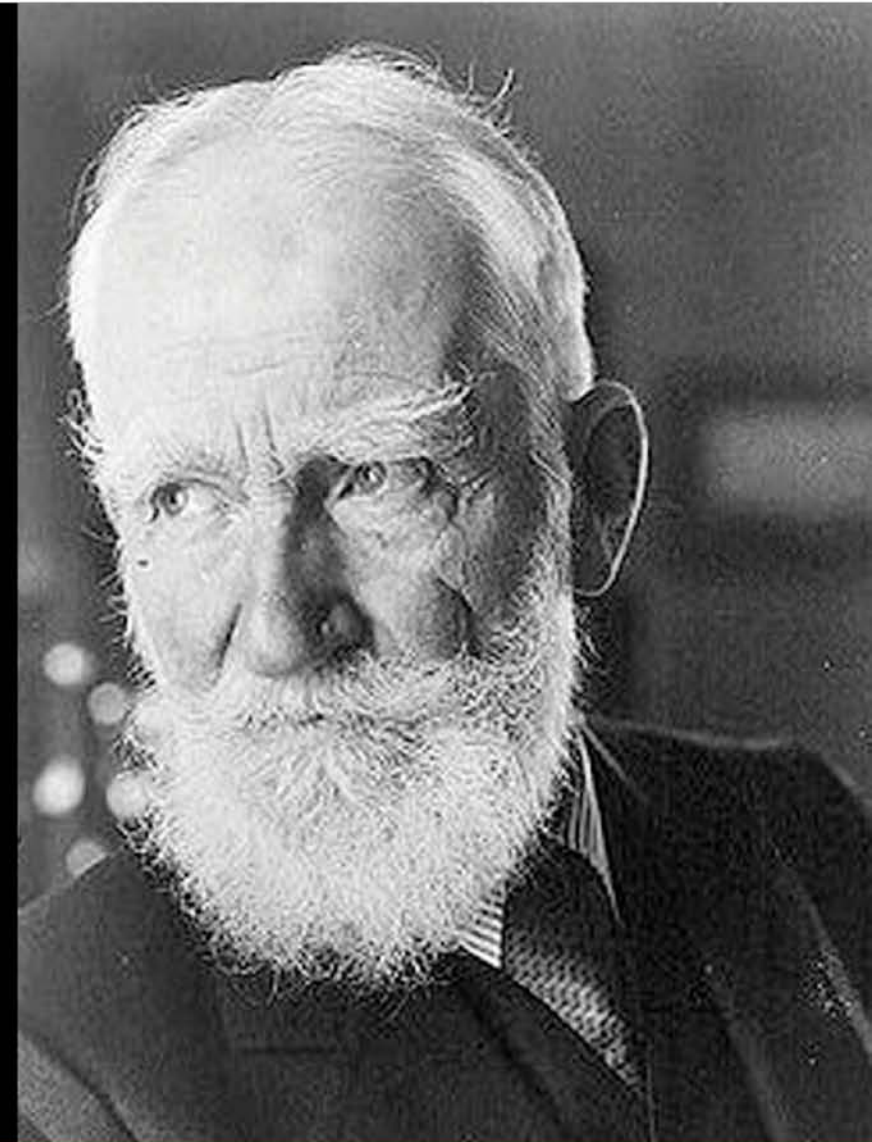
# Internal customers







*“The problem with communication is the illusion that it has occurred.”*





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**To whom it  
may concern**

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Our success will be  
through knowing all of our  
customers by their name





‘ Hi Julia,  
Tell us what would really  
make a difference to you! ’





# Segmentation





# Understanding trigger points







48%

of recipients more likely to engage

Source: Institute of Direct Mail



“Personalising communications  
was the best route to engagement”

NAPF Study 2010







**TT electronics**

Mr Brian Sample  
Sample Street  
Sampleton  
Sample  
SA1 2MP  
00 September 2010

# "Brian, Sharesave you up for sharing in our success?"

Sharesave 2010 is your chance to buy shares in TT electronics plc at a 20% discount.

Look inside to discover the 5 good reasons for doing so...



**TT electronics**

Mr David Sample  
Sample Street  
Sampleton  
Sample  
SA1 2MP  
01 September 2010

# "David, Sharesave you up for sharing in our success?"

Sharesave 2010 is your chance to buy shares in TT electronics plc at a 20% discount.

Look inside to discover the 5 good reasons for doing so...



**TT electronics**

Ms Jane Sample  
Sample Street  
Sampleton  
Sample  
SA1 2MP  
01 September 2010

# "Jane, Sharesave you up for sharing in our success?"

Sharesave 2010 is your chance to buy shares in TT electronics plc at a 20% discount.

Look inside to discover the 5 good reasons for doing so...



**TT electronics**

Ms Elizabeth Sample  
Sample Street  
Sampleton  
Sample  
SA1 2MP  
01 September 2010

# "Elizabeth, Sharesave you up for sharing in our success?"

Sharesave 2010 is your chance to buy shares in TT electronics plc at a 20% discount.

Look inside to discover the 5 good reasons for doing so...





# The NEST phrasebook

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Clear communication about pensions  
Version 1.0

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It's not rocket science!



# ARUP





Two women are shown in profile, facing opposite directions. They are wearing elaborate blue headpieces made of many small, overlapping paper flowers. They are also wearing blue and white patterned dresses. Their arms are raised, and they are holding onto each other's shoulders. The background is a light blue and white checkered pattern.

# 80%

of members

took up the maximum contribution match







NO

YES







It is all about the  
power of persuasion





# The greatest challenge is engagement







# UK Employee Engagement

19% Engaged employees

61% Not engaged employees

20% Actively disengaged employees

Source: Gallup

A large, heavy-duty metal vault door is shown partially open, revealing a dark interior. The door has a complex locking mechanism with multiple bolts and a central handle. The background is a light gray wall with several small, round, metallic studs.

Member engagement  
is an investment





# Investment Governance Administration

Communication

