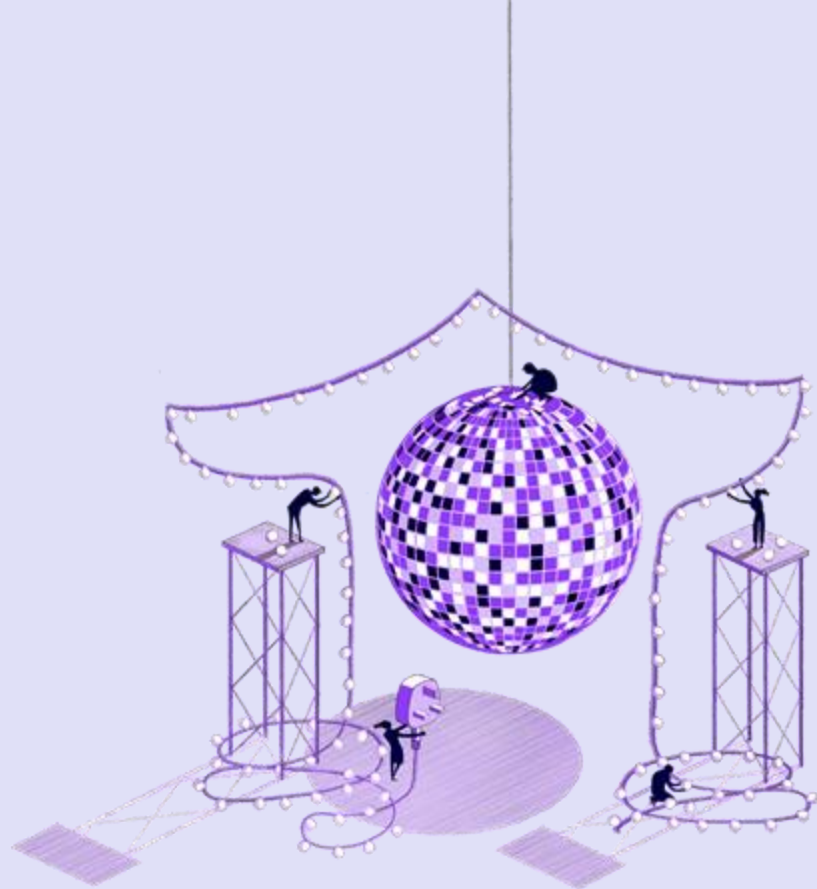


Presented by Simon Grover & Joe Craig

Great pension communication

How it works and why it matters

QUIETROOM



1

Insights

2

Expansive
thinking

3

Focusing

4

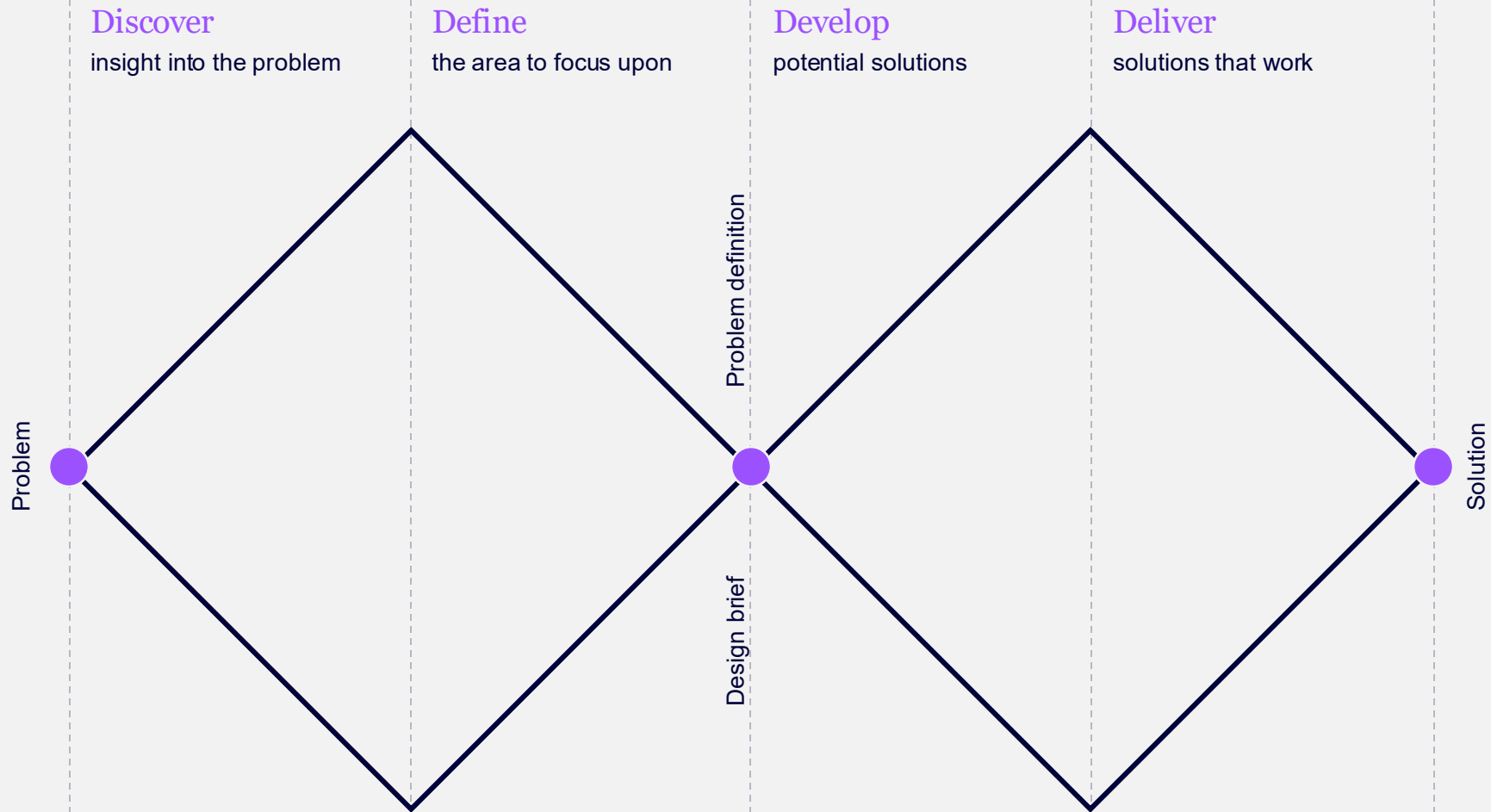
Creating

5

Testing

6

Iteration





GMPe



Engagement



Buyout



Derisking



Explaining the basics



B2B positioning



Long term
strategy



Benefit
change



Video



Buyout comms



“I don’t know what to do. I’d like to speak to someone”

– Sumayyah

“I’m sure it makes sense to a pensions administrator but I’m a layman”

– Lynn

“This has a lot to do with insurance, but I don’t understand how it’s related to my pension”

– Daniel

“I’m confused. Has the fund been transferred somewhere?”

– Christopher

“This is telling me the pension fund’s financial situation isn’t great and they’ve had to take out an insurance policy”

– Nicola

“Letters like this can be worrying, but this sounds really positive”

– Gary

“Because of the way it’s worded, I can understand it easily. It’s reassuring”

– Nicola

“There’s clear instructions for if I have any questions, but I don’t think I do”

– Daniel

“It seems legit and trustworthy. The headings, the language... it’s all really clear. I don’t need anything else”

– Sushant

“Reassuring, well-explained, and fair. I am happy with what is going on and how I understand it”

– Sumayyah

Dear Sam

Good news – Aviva is taking over your Richardson Global pension

When you worked for Richardson Global Ltd, you built up benefits as part of your employment contract. Thanks to these benefits, when you reach your retirement date, you'll get a pension that will be paid to you every month for the rest of your life.

Currently, you're due to get this pension from the Richardson Global Pension Scheme ('the Scheme'). The Scheme is a separate entity to Richardson Global Ltd ('the Company') and exists solely to pay pensions for its members. The Scheme is looked after by us – a group of trustees whose job it is to make sure that everyone in the Scheme gets the pension they're due.

We're writing to you now because we have good news to share



GMP equalisation

Essentials

We recommend that your initial letter to members only includes the 'essentials' paragraphs below.

01.

Summary: You might be due a small increase in your pension

Due to a legal change, all pension schemes like ours have to check that men and women are being treated equally. We might find that you are due a small increase to the pension you receive from us, or we might find your pension doesn't need to change. We will not reduce your overall pension. You don't have to do anything. We will let you know if your pension is going up, by [date].



Download GMPeasy Toolkit

More information

These paragraphs will work well on your scheme website, which you can direct members to if they want to know more.

10.

An increased pension or one-off back payment could affect your tax or benefits

11.

If you transferred your pension, or do in future, you could still be affected

12.

We plan to convert your GMP to normal pension [if applicable]

13.

Checking GMP can take a few years





Derisking



Your guide to Pension Increase Exchange

For members of the Manweb Group Scheme

You have the option to choose Pension Increase Exchange (PIE).

If you choose PIE, you exchange some of your future pension increases for a higher pension now.

This is a complicated decision, and there's lots to think about. This might also be the only time you're offered PIE, so please think carefully before you decide what to do.



Engagement

Engagement tools

Starting with user needs

A smooth digital experience

A human connection

Social media and the f-influencer

AI guidance... and advice

Responsible investment



The basics

The customer experience pyramid





looking after **your** pension

Welcome to the Royal Mail Pension Plan internet site, which we have designed to help you understand your benefits and the options you have as a member, and to find out more about the important subject of planning your financial future...

Who is this site for?

This site is for all members of the Royal Mail Statutory Pension Scheme (RMSPS) and the Royal Mail Pension Plan (RMPP), whether you are an active (employee) member, a retired (pensioner) member, a deferred member (i.e. someone who has ceased contributing but has not yet taken their benefits) or other beneficiary (i.e. someone receiving benefits because a former member has died).

The RMSPS was established by the Government as at 1 April 2012 and has responsibility for paying the benefits that members of the RMPP have built up to the end of 31 March 2012. The RMPP remains responsible for all pension benefits earned by members on and after 1 April 2012 (as well as some increases to benefits earned before that date). If you were a retired (pensioner) member or a deferred member at the end of 31 March 2012 all of your benefits transferred to the RMSPS and you are no longer a member of the RMPP.

To avoid unnecessary complexity, this website - and indeed the booklets and other publications - does not break down the benefit calculations to show what is payable from the RMSPS and what is payable from the RMPP.

The RMSPS and the RMPP are closed to new entrants. Royal Mail Group introduced a new defined contribution pension plan with effect from 1 April 2008 which you can find out more about by going to www.zurich.co.uk/save/royalmaildcplan.

Who manages this site?

This site is owned by and operated by Royal Mail Pensions Trustees Limited (RMPTL), the company whose directors are trustees of the RMPP. Content is managed in collaboration with the Managers of the RMSPS. The site is not the responsibility of Royal Mail Group and all content and information contained in this site is provided by RMPTL and its professional advisers (or is hosted by RMPTL on behalf of the Manager of the RMSPS).

Updates




AVC Fund Factsheets for March 2015 available

AVC Fund Factsheets for the quarter ending 31 March 2015 have been uploaded to the Roya...

NEW PENSION FLEXIBILITY

[more updates...](#)

Quicklinks

-  Pensions Brochures
-  Death Benefit Nomination
-  Recent pension communications

Get started

Here's everything you need to get started with Smart Pension



Sign in for the first time



Choose your beneficiaries



Decide how much to put in



Download our app



Sign up to Smart Rewards



Video

