

# Communications update

- The website
- Live chat
- Newsletters
- Future of My Pension
- LinkedIn
- Upcoming project

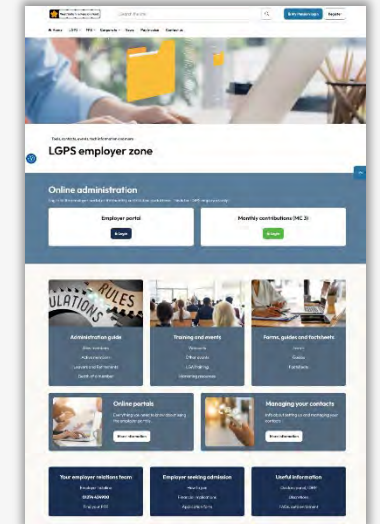
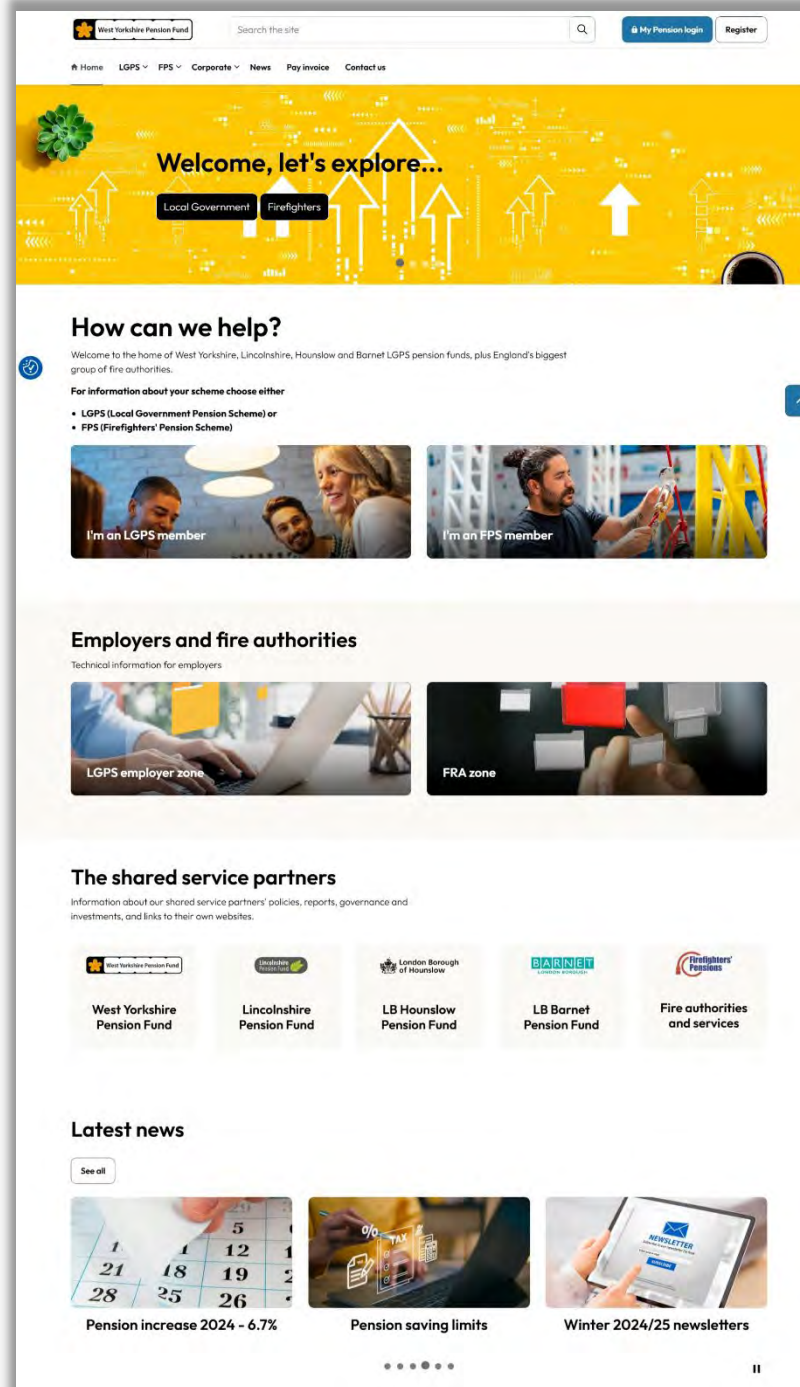
# The old website

- Confused imagery, layout & diversity
- 50% now on mobile
- Gaps in content, e.g. retirement, death of a loved one
- Full range of ages use the website
- Lots of information, but hard to find

The screenshot shows the homepage of a pension website. At the top, there are four logos: West Yorkshire Pension Fund, Lincolnshire Pension Fund, London Borough of Hounslow, and BARNET LONDON BOROUGH. Below the logos is a navigation menu with links: Home, Contact us, Active, Deferred, Pensioner, Employers, myPENSION, and Search... A sidebar on the left lists various categories: A to Z, Administration, Auto Enrolment, Councillors, Events, Firefighters, Investments, Job vacancies, McCloud/Sargeant Remedy, News, Newsletters, Participating employers, Pension Boards, Pension Dashboards, Policy, Pooling, Publications, Shared Service Pension Administration, Videos, and What do you think of our service?. The main content area is titled 'Home' and features a welcome message to members of the four pension funds. Below this is a grid of six content tiles: 1. 'Active LGPS member' with an image of a woman and a man. 2. 'Firefighters' with an image of a firefighter. 3. 'Run your own estimate' with an image of a piggy bank labeled 'Pension' and a keyboard. 4. 'Main news' with an image of a woman smiling. 5. 'Pensioner member' with an image of a woman in a kitchen. 6. 'Your statement explained' with an image of a piggy bank. Below the grid are three more tiles: 7. 'Events' with the 'ENGAGE with your LGPS PENSION' logo. 8. 'The Shared Service' with an image of people around a table. 9. 'Deferred member' with an image of a man and a woman looking at a laptop.

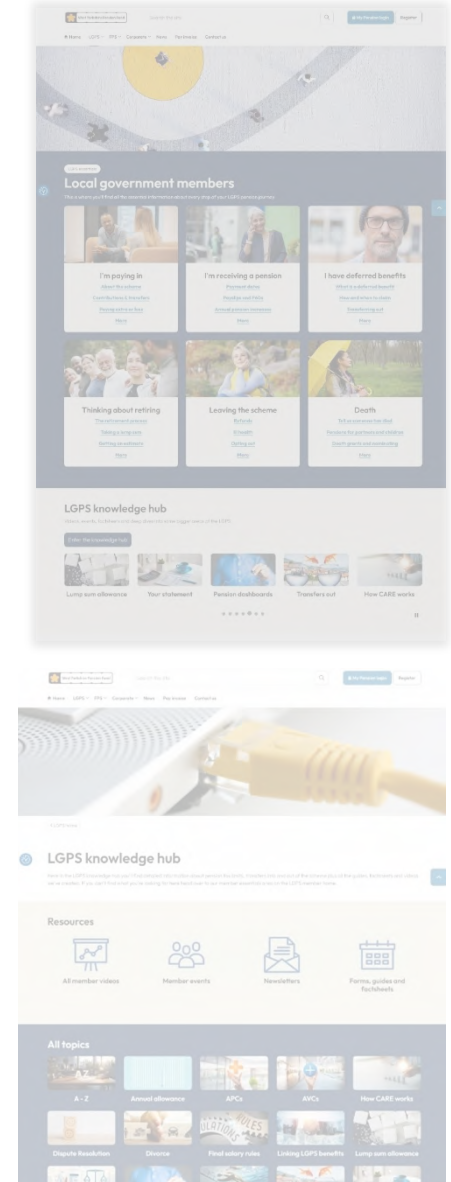
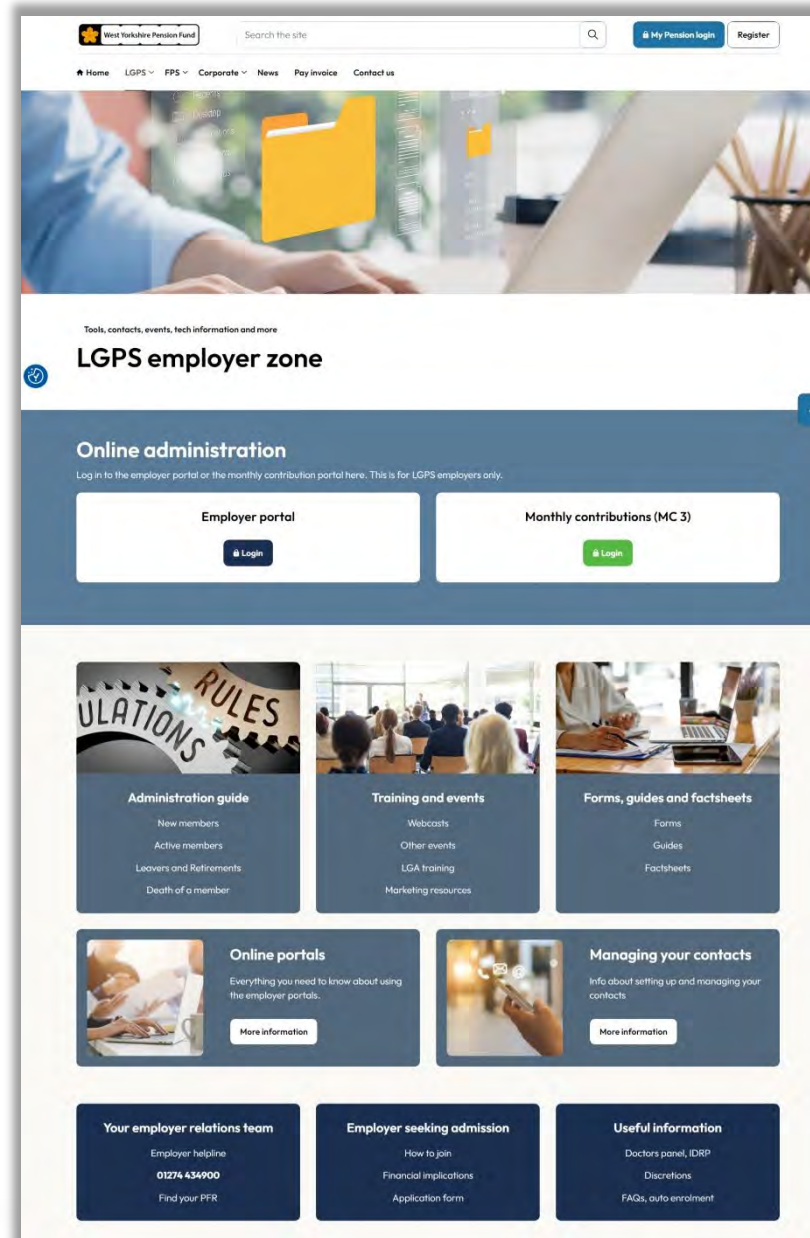
# Our new website

- Navigation based on **member or employer journey**
- Energising and positive imagery

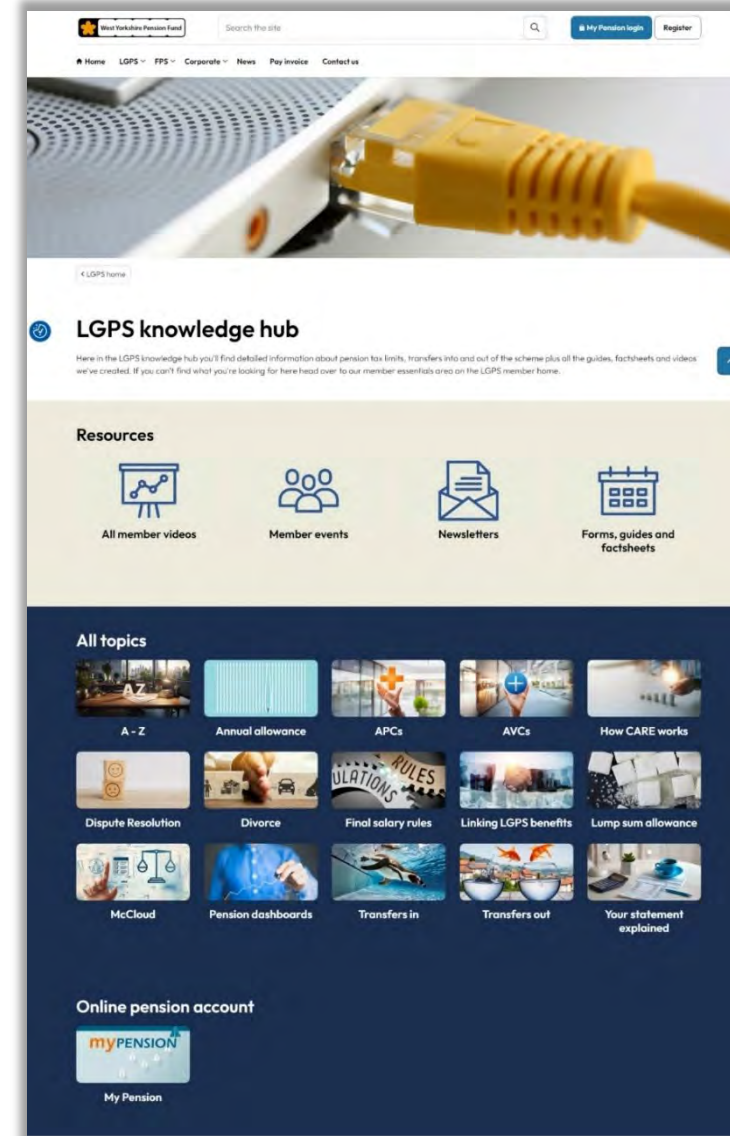




- Provide a good experience for **shared service** members and ability to link to own Councils website making a **coherent experience**
- Small screen native platform for visitors using mobiles and tablets
- Brought all employer content into one consolidated 'zone'



- Retained and added more information for members and employers
  - Filled in the identified 'missing info' e.g. what to do if someone dies
- Two key places for members (and maybe you) to find information from
  - LGPS essentials
  - LGPS knowledge hub
- Made logging in for members as easy as possible





# Live chat

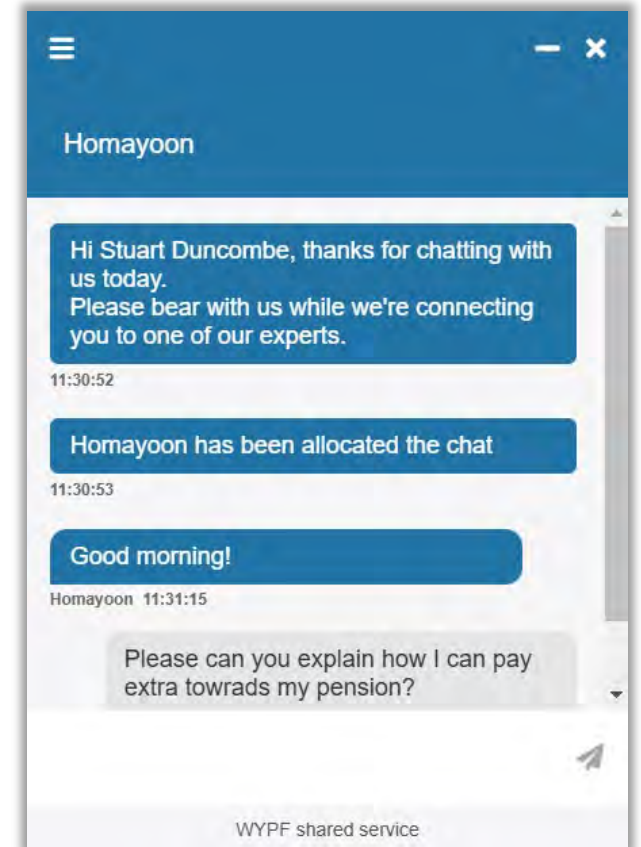
- Using a proven UK based provider (Click4Assistance)



- Initially no logic trees or AI features – straight through to a real person
- Launched on the site during March

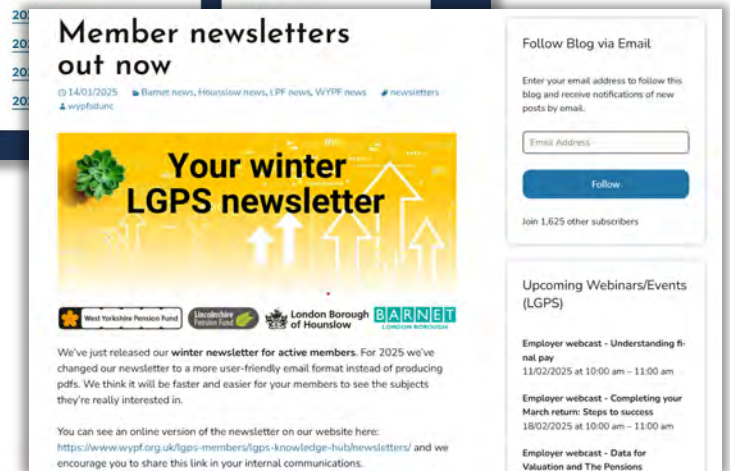
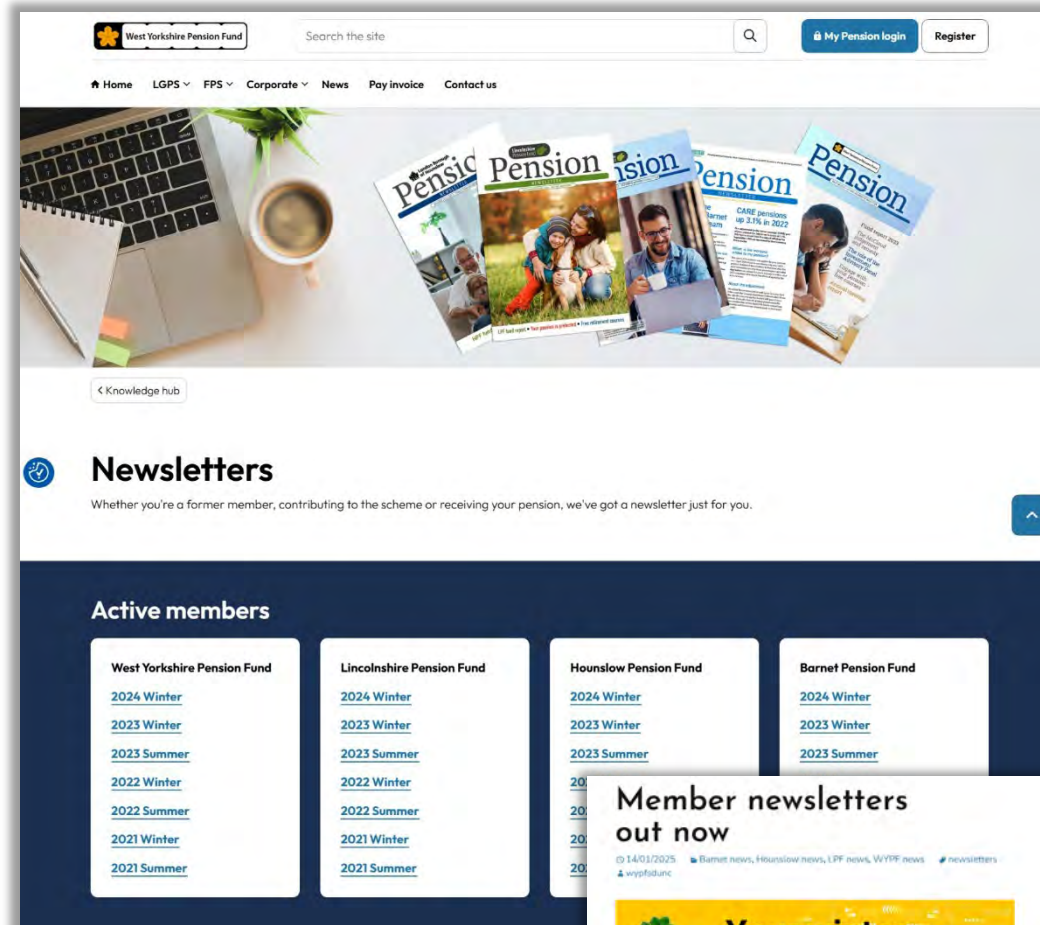
Chat live with us ^

A screenshot of a live chat sign-up form. At the top, a dark grey button says "Chat live with us" with an upward arrow. Below it, a blue box contains the text: "Welcome, we're here to help. Please enter the information below, and we'll connect you to an advisor." The form has two input fields: "Your full name" and "Your date of birth" (with a date picker icon and the format "dd/mm/yyyy"). A blue "START CHAT" button is at the bottom. The footer says "WYPF shared service".



# Newsletters

- Released in January – new style, fully online and emailed to members
- Archive retained
- Pension Matters has also been redesigned – did you notice?



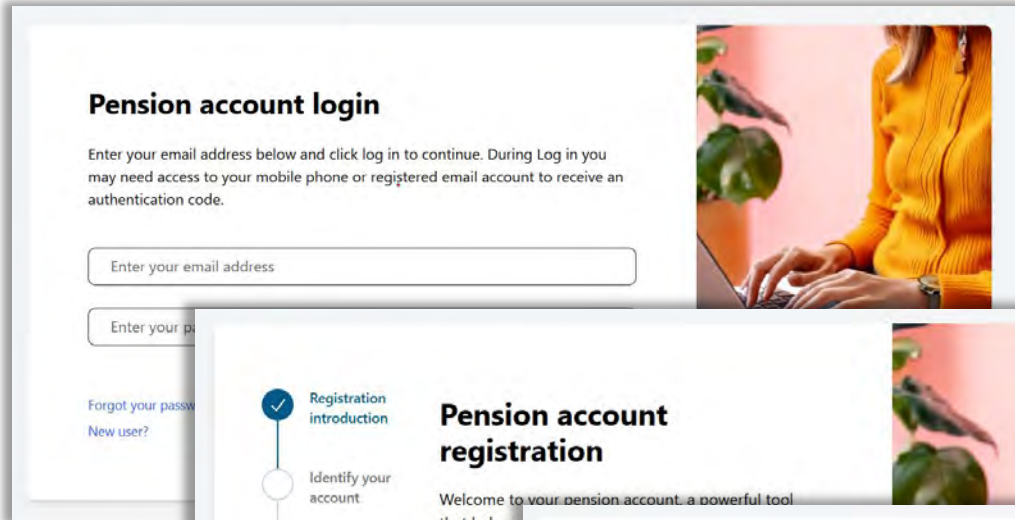


# The future of *My Pension*?

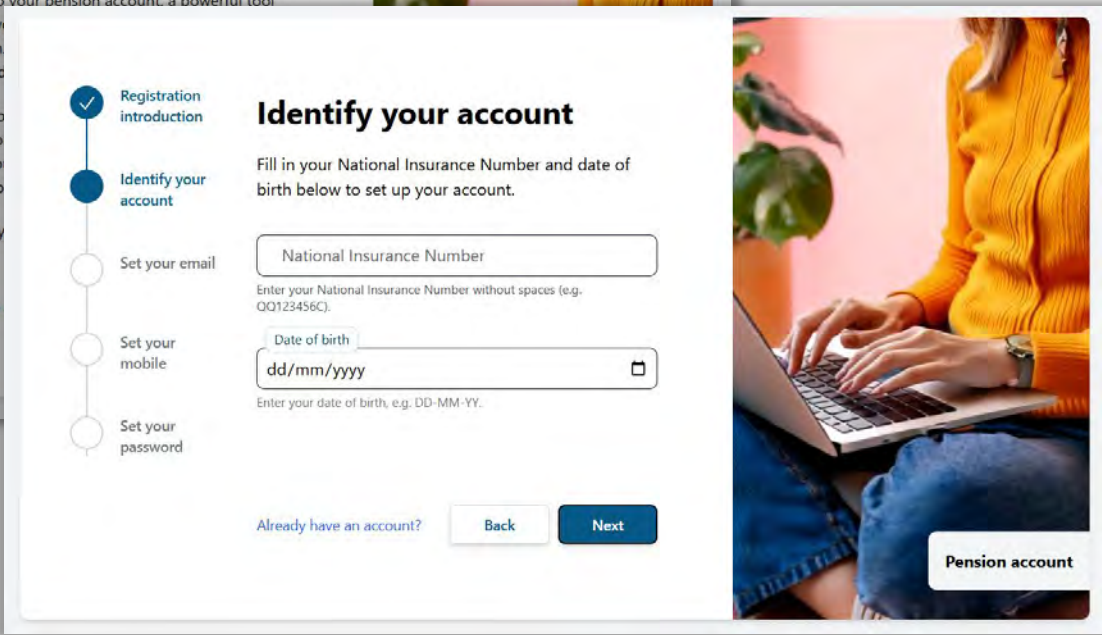
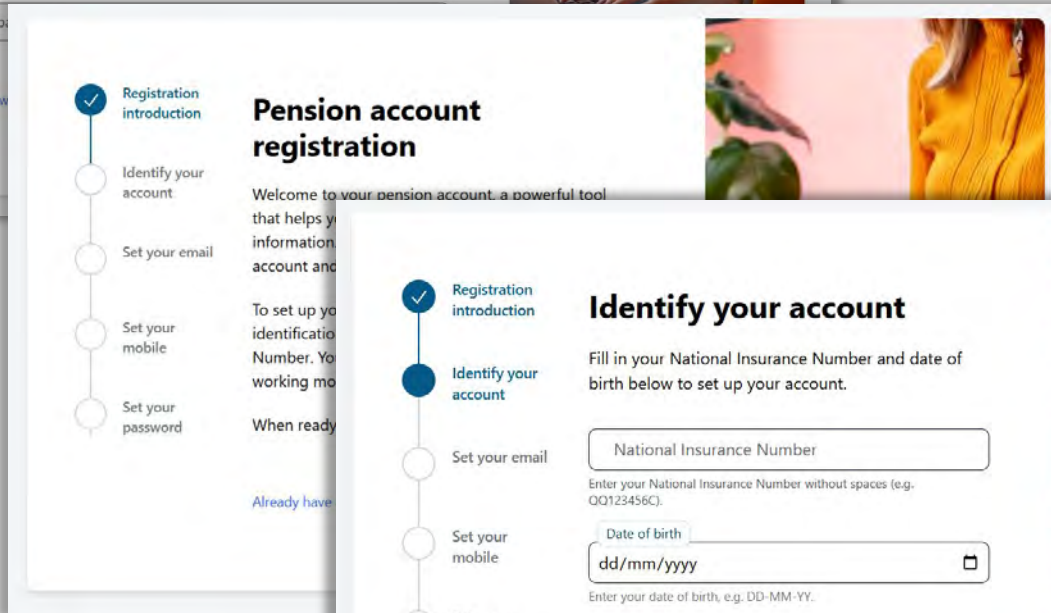


[www.wypf.org.uk](http://www.wypf.org.uk)





- Easier registration and login
- Two factor security (email/phone)
- Bright, clean, brand consistent design



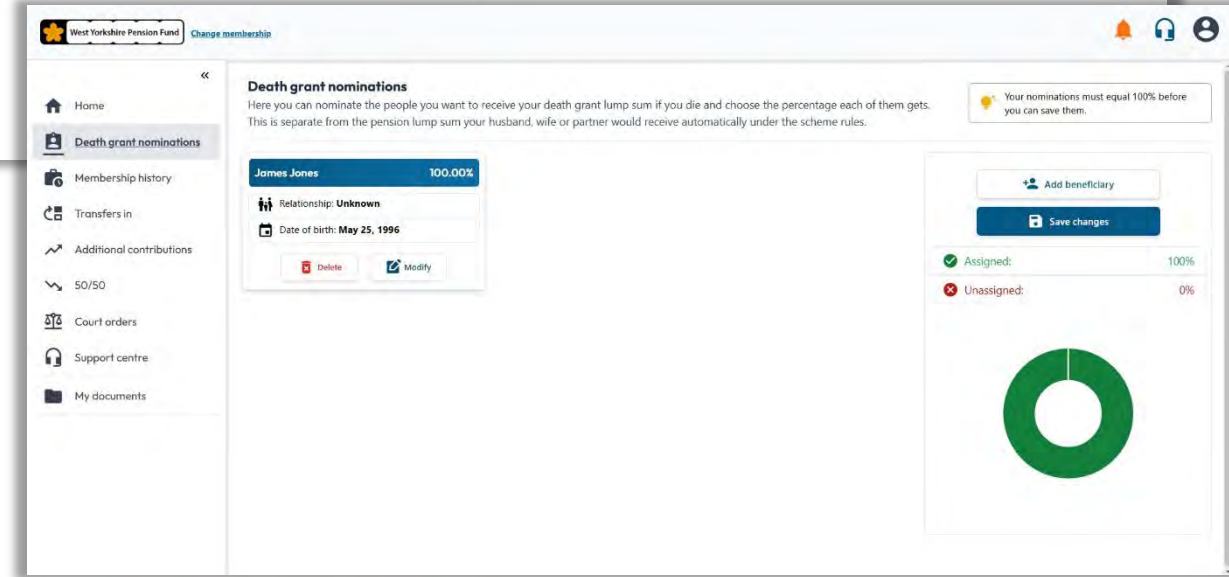
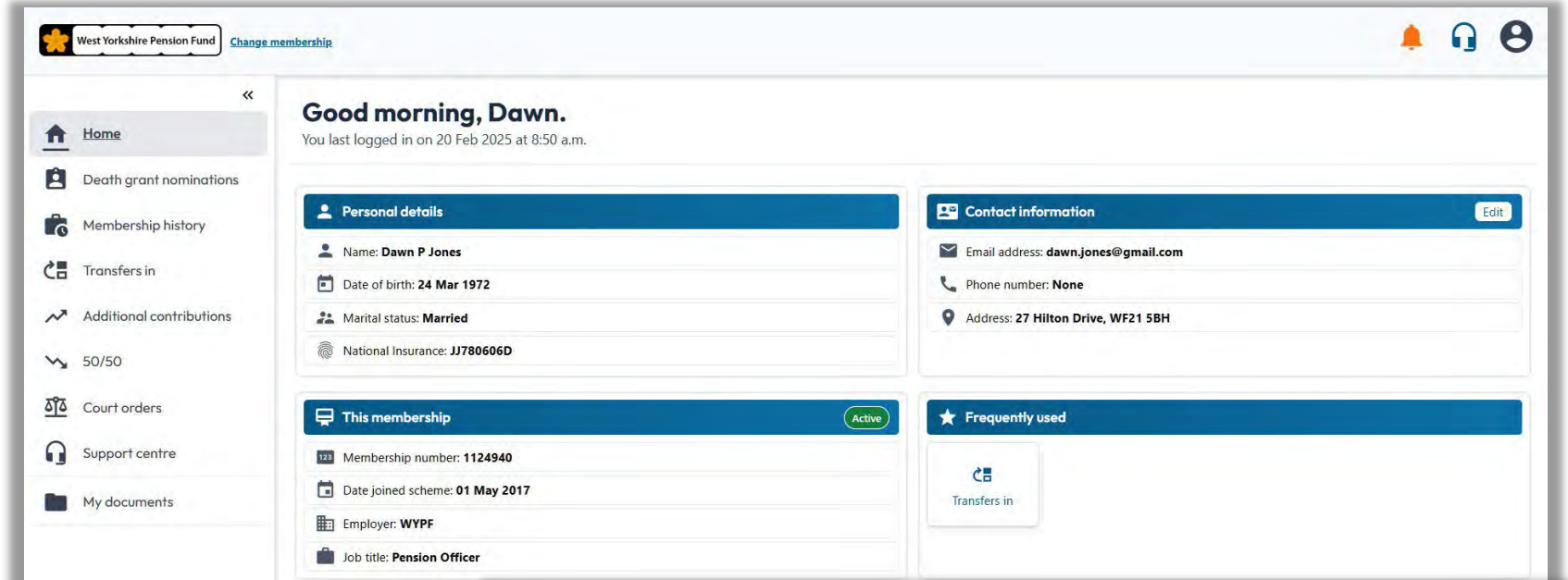
- A user experience more similar and familiar to other online dashboard experiences
- Opportunity to add features in the future

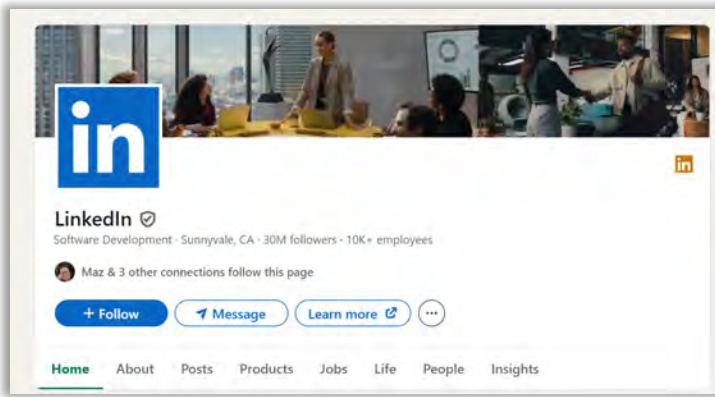
- Will release with similar feature set as My Pension

- Internal testing started

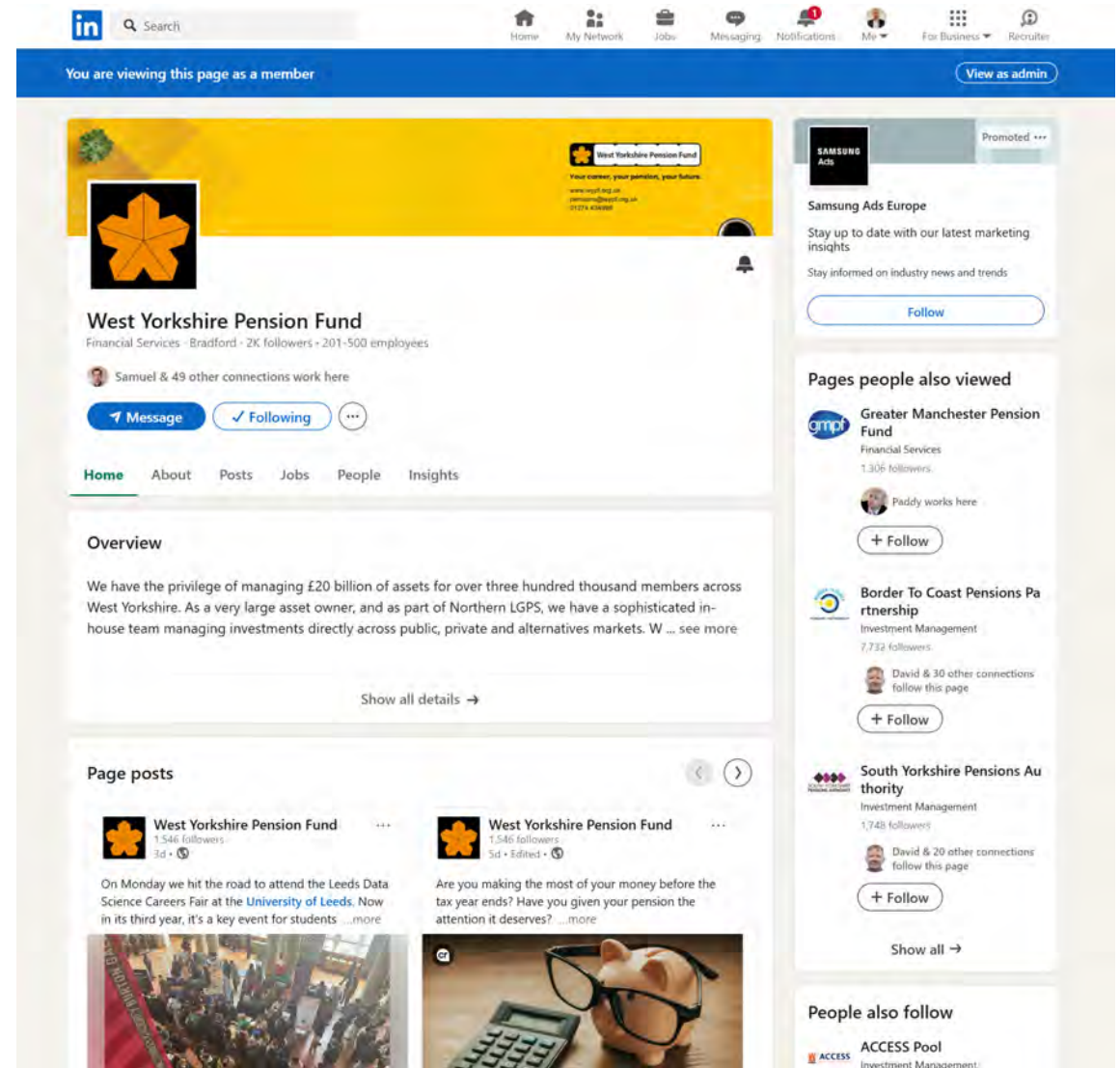
- Release hoped for mid-2025

- Employer marketing toolkit will be available at release





- Growing our social footprint in this space
- Why is this important?
  - #1 reason - recruitment
- We need your help!
  - Without engagement from people and organisations we won't grow





# Upcoming project

A new webinar platform!

The logo for ON24, featuring a blue circular icon with a white swirl inside, followed by the letters 'ON' in blue and the number '24' in black, all set against a white rectangular background.

ON24

# Over to you...