

RETIREMENT PLAN ADMINISTRATION

PERSONALIZED MEET-THE-MATCH REPORTS MOTIVATE PARTICIPANTS TO TAKE ACTION

BACKGROUND

- Leading distributor of news and information for businesses and professionals in the financial, tax, accounting, scientific, health care, and media markets with approximately 25,000 employees
- High percentage of plan participants that contribute enough to qualify for the full company match
- Two match formulas based on employee status: 100% of contributions up to 4% of eligible pay and 50% of contributions up to 6% of pay

GOALS

- Increase employee awareness and appreciation of the company match
- Motivate match-eligible participants to increase their contribution rate to qualify for the full company match

MERCER'S SOLUTION

- Work with a third-party vendor to generate a highly personalized communication campaign customized to the client's plan rules and strict branding standards
- Mail participants not meeting the match a "Personalized Retirement Report" populated with:

- Comparison of the participant's current before-tax contribution rate to the rate needed to maximize the company match
- Current and anticipated before-tax payroll deductions
- Hypothetical retirement plan account balances at age 65 based on participant's current age, contribution rate, and hypothetical rate of return
- Generate awareness of the "Personalized Retirement Report" by preceding it with a personalized teaser postcard
- Make enrollment easy for participants by:
 - Providing a personalized tear-off reply card with each report offering participants one enrollment option: to enroll at a contribution rate that maximizes the company match and invest their contributions in an age-appropriate target date fund
 - Including a postage-paid business reply envelope for the recipient to mail his or her tear-off reply card back to Mercer for processing
 - Promoting the plan's website and phone number to encourage employee self-service or offer personal assistance from a Mercer Service Representative

RESULTS

Of the 344 recipients who received the 50% on 6% match report:

- 4% enrolled
- 60% of those who enrolled did so at a contribution rate of at least 6%

Of the 750 recipients who received the 100% on 4% match report:

- 5% enrolled
- 88% of those who enrolled did so at a contribution rate of at least 4%

