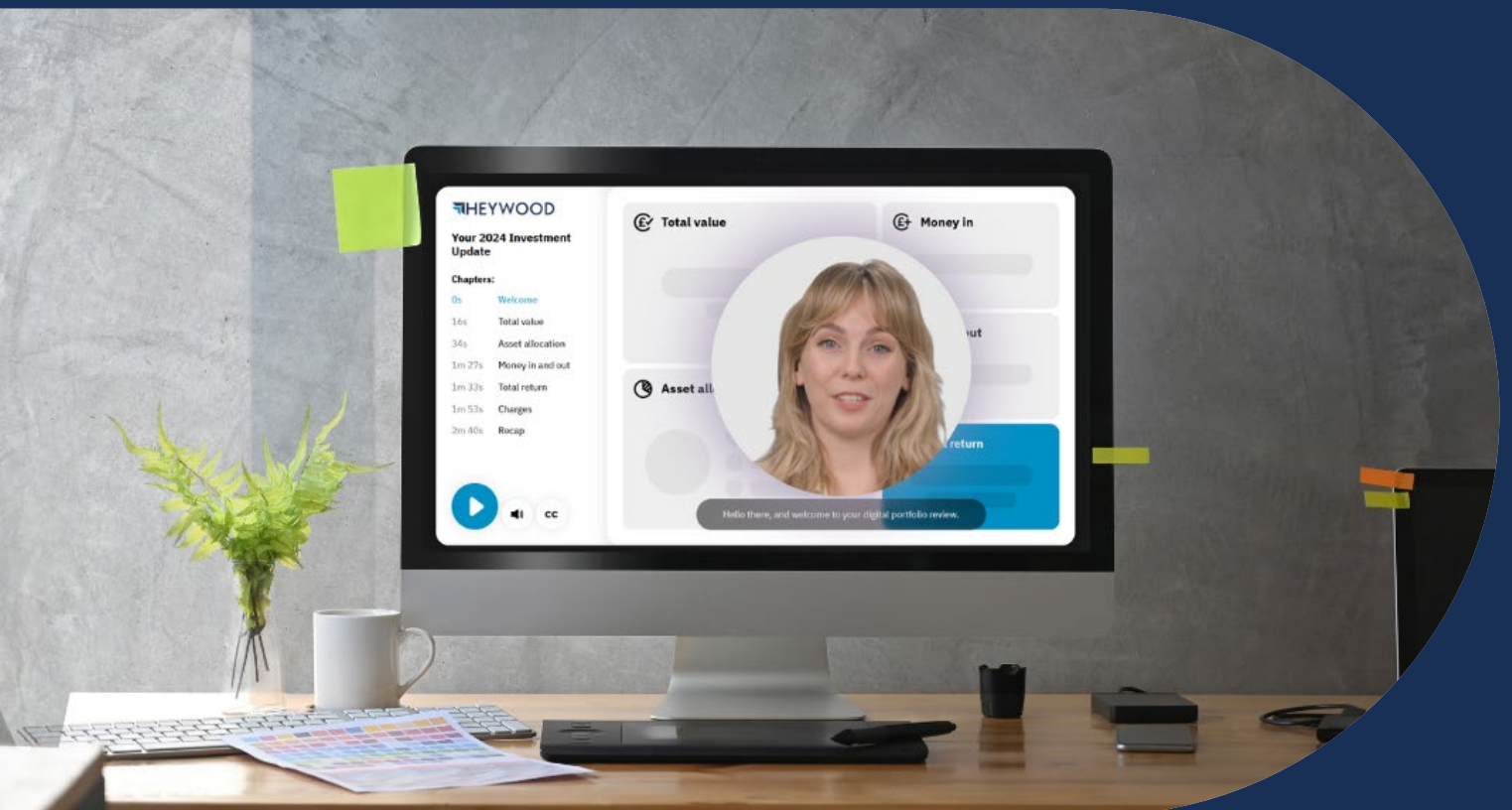


Transcending language barriers with interactive video statements



As pioneers of Heywood Video Engage's first bilingual translation, Gwynedd Pension Fund achieved its goals of reducing paper usage, offering a mobile-friendly service and providing members with easily understood pension information.



Engaging with forgotten demographics

About us



Cronfa Bensiwn
GWYNEDD
Pension Fund

Gwynedd Pension Fund

The Gwynedd Pension Fund is a local government pension scheme (LGPS) that provides retirement benefits for employees of local authorities and other participating employers in the Gwynedd, Conwy, and Anglesey areas.

The fund is administered by an in-house team of twenty four and serves over 48,000 members.



Heywood

Heywood has successfully driven quality pension administration outcomes for 50 years. Our mission is to make pension management simple, seamless and stress-free.

Data and innovation drive our technology-enabled solutions; we aim to transform how members navigate their financial journeys and take pride in providing the necessary tools and knowledge to tackle industry challenges. Our emphasis on quality is the foundation of our success and the cornerstone of our commitment to the industry.

Today, our software plays a pivotal role in securing the financial futures of millions of people.

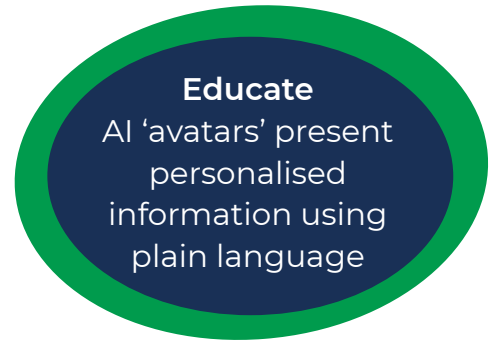
Dynamic engagement

Engagement, reimagined

Engaging with pension plan members has historically been a difficult task. The often one-way process has been dominated by costly mail communications, with limited evidence of impacts on member decision-making.

Things are changing and it just got personal.

Heywood Video Engage is an interactive and personalised tool that simplifies complex financial information to engage members like never before.



“We had a good response rate from members with quite a few saying that Video Engage is their favourite pensions feature.”

Gwynedd Pension Fund

Engaging with forgotten demographics

The Fund's story

“We had tried our best to make paper annual benefit statements (ABS) as clear as possible but they still contain a lot of information.

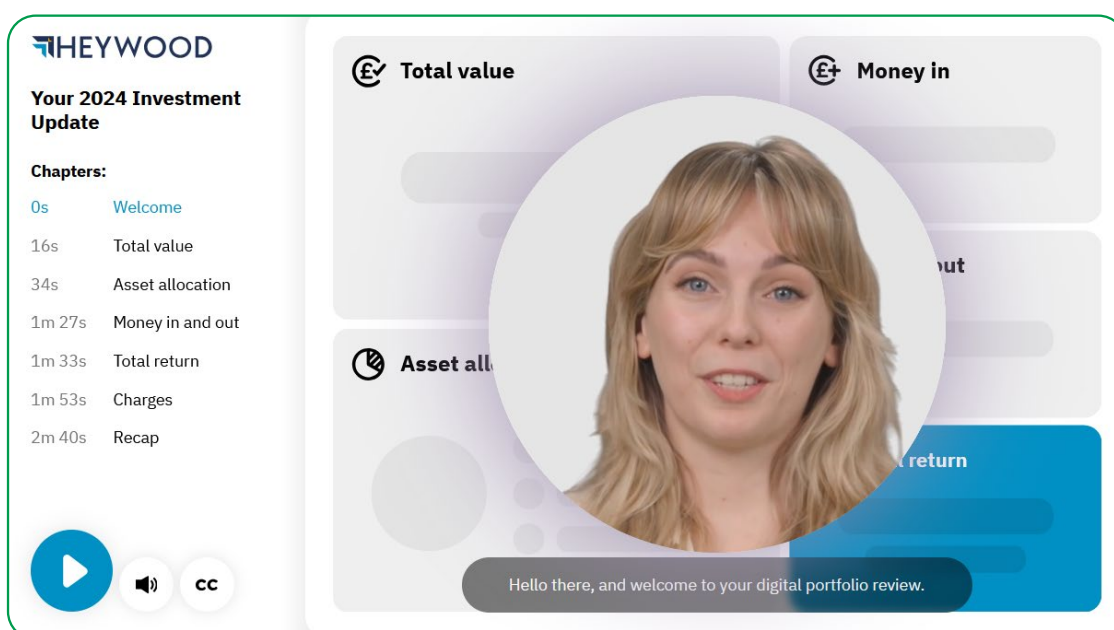
We wanted to share something **easy to understand, reduce our use of paper and provide a mobile-friendly service.**”

Choosing Video Engage was easy – the information was much clearer and **showed exactly how much money members would have per month,** which they like to see.

We tended to quote annual figures but the monthly information is a **clearer picture** of what members will have to live on in the future.

“The video is very innovative and I like the fact that you have a video to explain things. The video made pension figures clear.”

- Pension plan member



Video Engage welcome dashboard

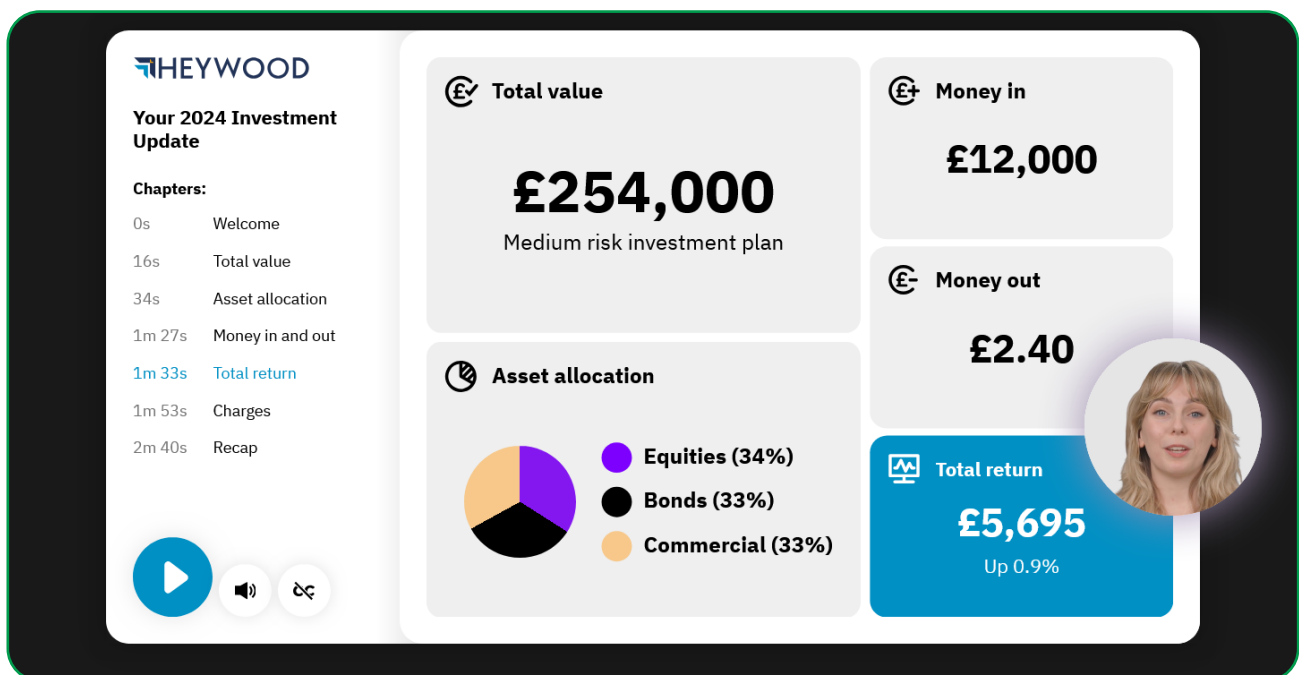
Engaging with forgotten demographics

Digestible information

“For a member with no pension experience, **Video Engage makes everything clearer** – in a couple of minutes they get basic information about the scheme, **how it works and the figures, without jargon**. Before, they had something in the post that was too complicated to understand and **members often buried their head in the sand.**”

Video Engage makes it more engaging for them to understand their pension and what it will be worth in the future.

“They’ve got time to look at their contributions and pension pots now, **rather than leaving it too late** and being shocked or disappointed in the future.”



Clear values of investments

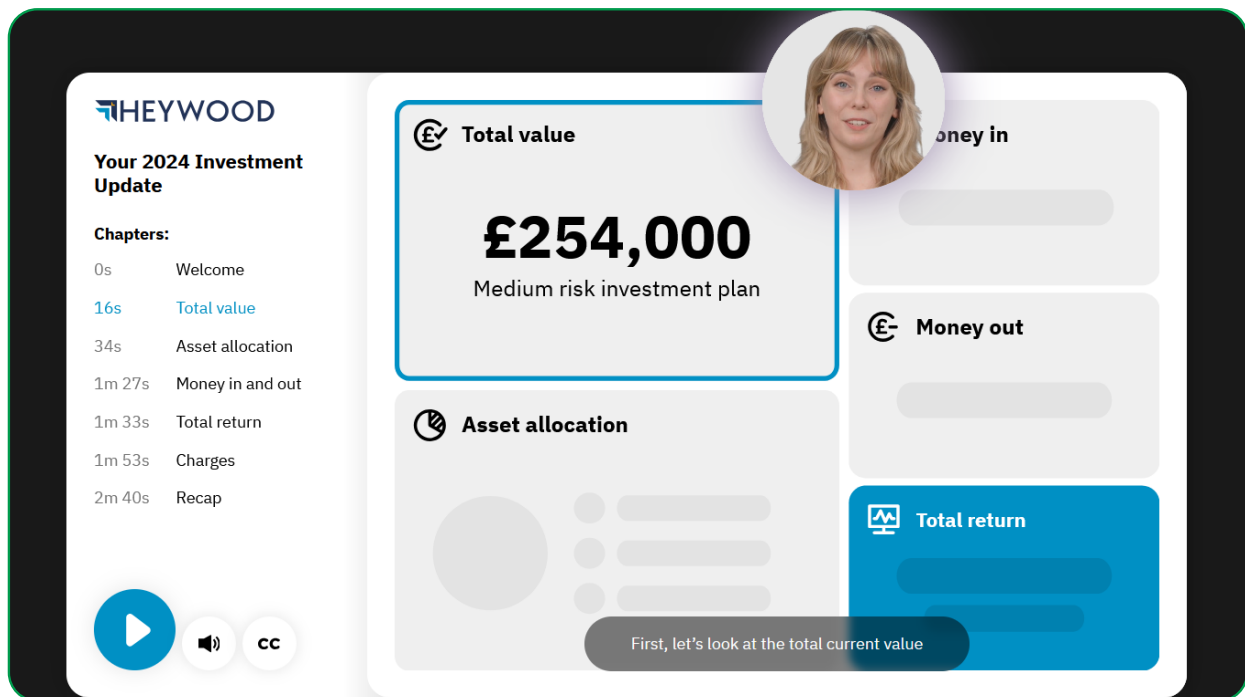
Engaging with forgotten demographics

Additional contributions

“Two weeks after issuing annual benefit statements via Video Engage, we conducted a survey to ask for feedback.

We had a good response rate from members with quite a few saying that Video Engage is their favourite pensions feature.

A lot of the replies said that it is **user friendly**, **looks professional** and that it’s a **clean and clear layout**. Comments were positive and members said that it was **“easier to understand the information”** and that the tool was **“innovative”**, **“secure”** and **“easily accessed.”**



Total value

Engaging with forgotten demographics

Welsh language project

“The Welsh Language Act 1993 requires public bodies in Wales to treat Welsh and English languages equally.

Of the eight Welsh local government pension funds, **Gwynedd have the most Welsh-speaking members and we have a personal passion to ensure that bilingual language options are available.** We were keen to be the first Welsh fund to adopt this in Video Engage and ensure that the Welsh version is as best as it can be. The project to implement the changes was very slick.

The **product team reached out and put the technology in motion to make it doable.** Heywood had the text translated and shared a prototype for us to review. We identified areas to work on, such as correcting some sentence construction or voiceover pronunciations. **Heywood did the work on that to get it how we wanted.**

The process was seamless, with an initial call and then iterative email updates. Bi-weekly sprint reviews were useful and gave us the chance to give **input into future product enhancements,** too.”

HEYWOOD

Your 2024 Investment Update

Chapters:

0s	Welcome
16s	Total value
34s	Asset allocation
1m 27s	Money in and out
1m 33s	Total return
1m 53s	Charges
2m 40s	Recap


Drag from the following words to complete the statements below

spreading contact

✓ Our approach to investing is designed for **long** term investment.

✓ Amounts included in this video are quoted **after** charges have been deducted.

🔊 We manage risks by **spreading** our investments.



Interactive quiz to check understanding of information provided



Heywood Video Engage

Engaging with pension plan members has historically been a difficult task. The often one-way process has been dominated by costly mail communications, with limited evidence of the impact of capturing member attention or impact on member decision-making.

Things are changing and it just got personal.

Heywood's 'Video Engage' is an interactive and personalised tool that simplifies complex financial information to engage members like never before.

www.heywood.co.uk
enquiries@heywood.co.uk

