



ADVICE: BEYOND THE SHIFTING LANDSCAPE

Barend le Grange

Head: Individual Member Support and Business Intelligence: Sanlam Corporate

Insurance | Financial Planning | Retirement | Investments | Wealth

CONFIDENCE RULE#55 - YOU DON'T HAVE TO BE A FINANCIAL EXPERT. YOU JUST HAVE TO PARTNER WITH ONE.



**OUR
MEMBERS**



**OUR
MEMBERS**

**ARE AT THE HEART OF OUR
BUSINESS AND WHAT WE DO**

As a

I advise the

To the benefit of

How do you communicate with your members?



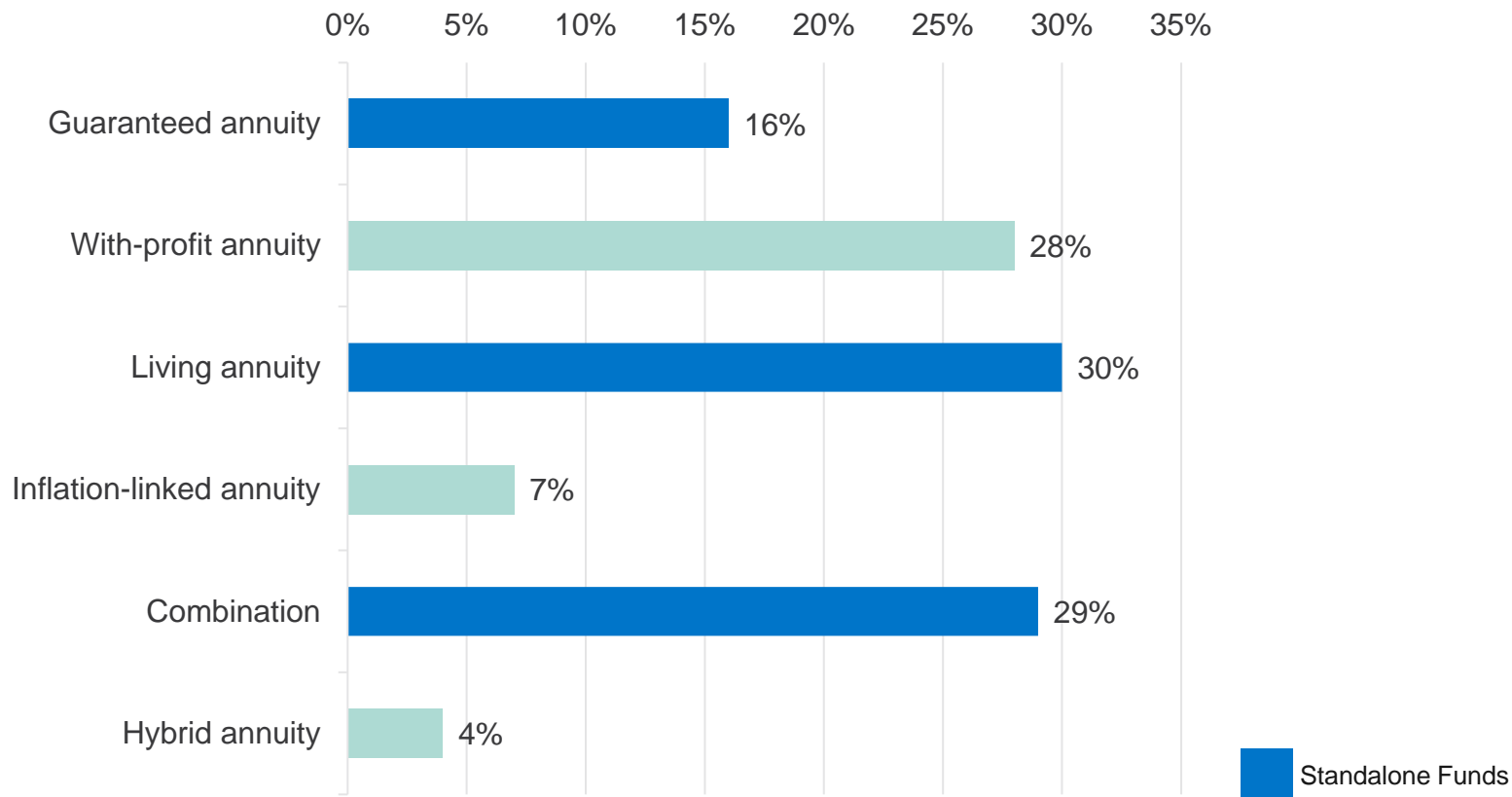
	2021
Email	86%
Newsletters	75%

Digitisation affects provision of advice beyond engagement



- ④ Traditional advice services moving online
- ④ Digitally-enabled self-service
- ④ Extended range of services

Trustee-endorsed annuity strategy



Annuity Strategy Outcomes



Do you feel that the Trustee-endorsed annuity strategy was appropriate and effective for your members?

Yes, we monitor outcomes and are satisfied with the utilization	61.0%
No, we do not monitor outcomes	20.0%
No, we do monitor outcomes and are not satisfied with utilization	4.0%
Annuities are not provided for in the rules of our fund	15.0%
Table Size	100.0%

When do you plan on reviewing your annuity strategy?

Annually	58%
Every two years	19%
Longer than every two years	11%
Never	10%
Not sure	2%
Table Size	100.0%

Benchmarking



Industry survey/peer group	26.0%
Indices/ Composite portfolio benchmark	22.0%
CPI-related	30.0%
Combination of benchmarks	21.0%





Transparency

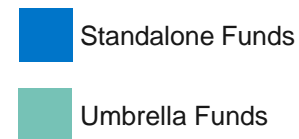
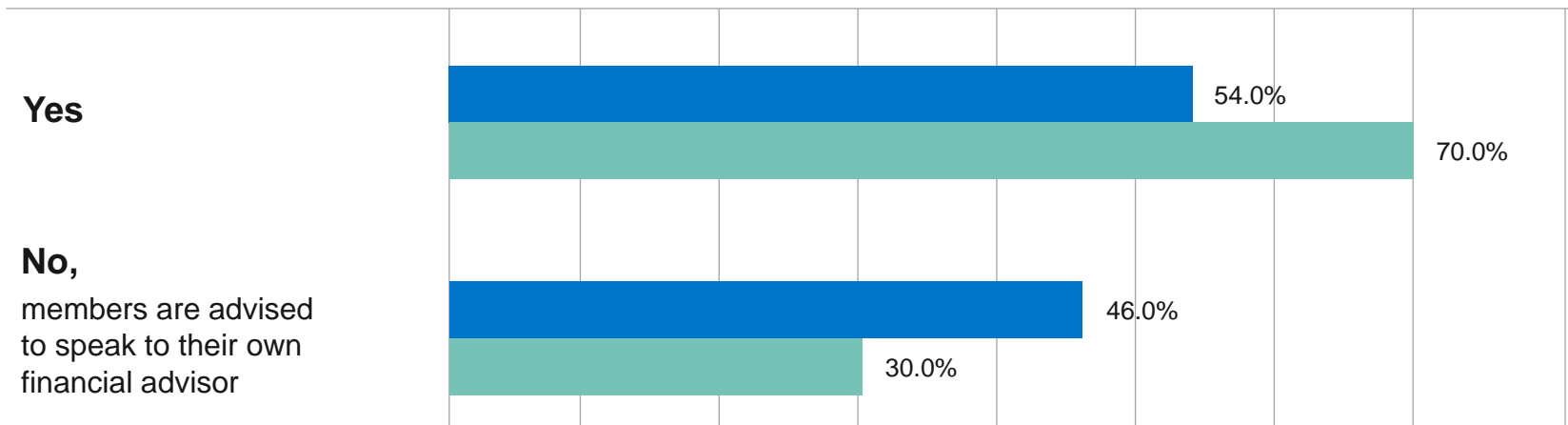
**Advice
Feedback
Loop**

Justification

Accountability

HOLISTIC MEMBER NEEDS

Does the fund have a formalised strategy for rendering financial advice to active members?

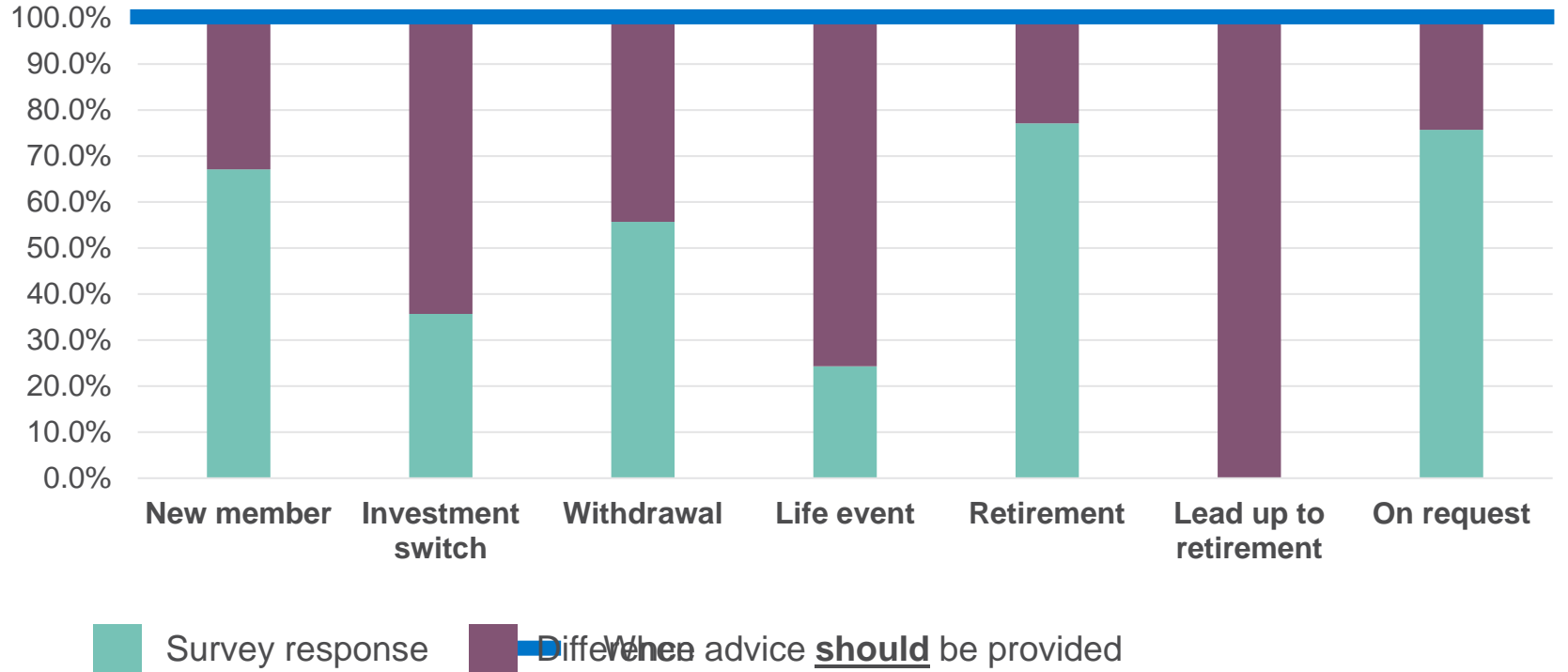


Why does the fund not have an advice strategy for active members?



The fund does not wish to take the responsibility or liability of enabling financial advice	67.4%
Advice may not be in member's best interest or may conflict with the objectives of the fund	13.0%
Trustees don't know how to go about it or where to find a suitable providers	10.9%
It does not add sufficient value to members	6.5%
The fund has other priorities	2.2%

When do you provide advice?



Main drivers of optimal retirement outcomes

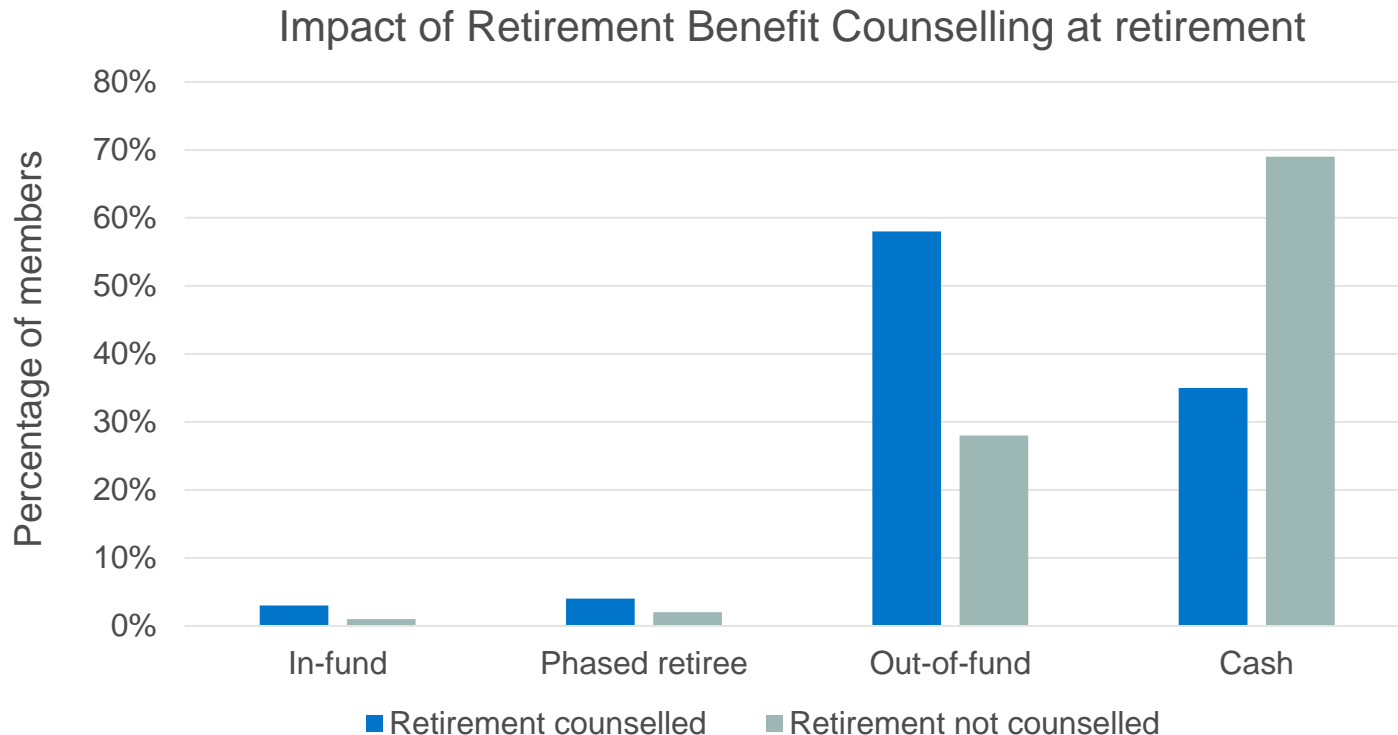


Sanlam Benchmark 2014:

- Start early
- Save as much as possible
- Don't rely on the company
- Leave your savings alone – let's focus here**
- Widen your nets
- Use the pros
- Make sure your money grows



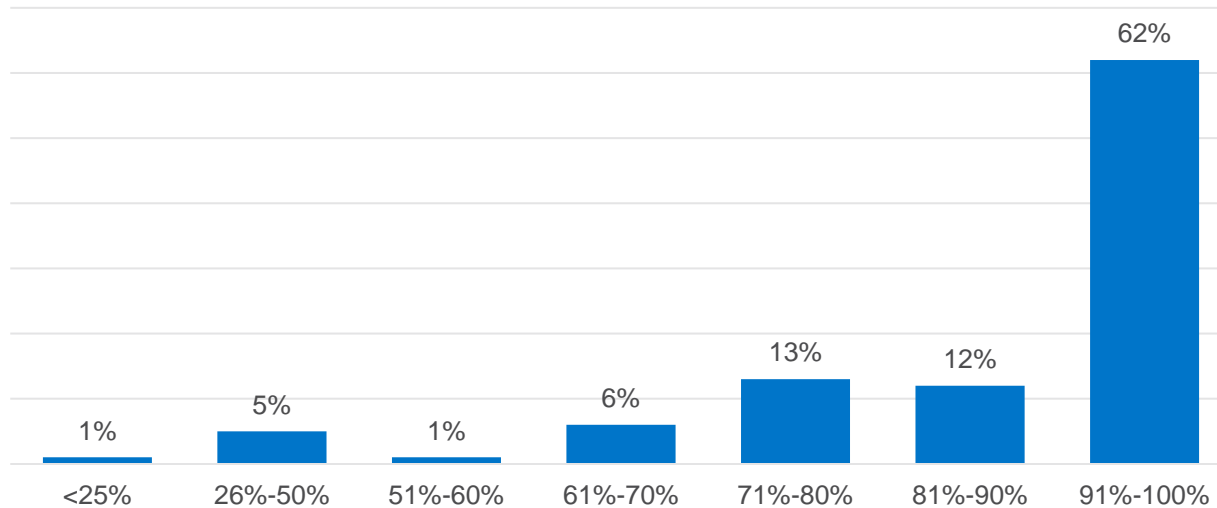
RETIREMENT BENEFITS COUNSELLING OUTCOMES



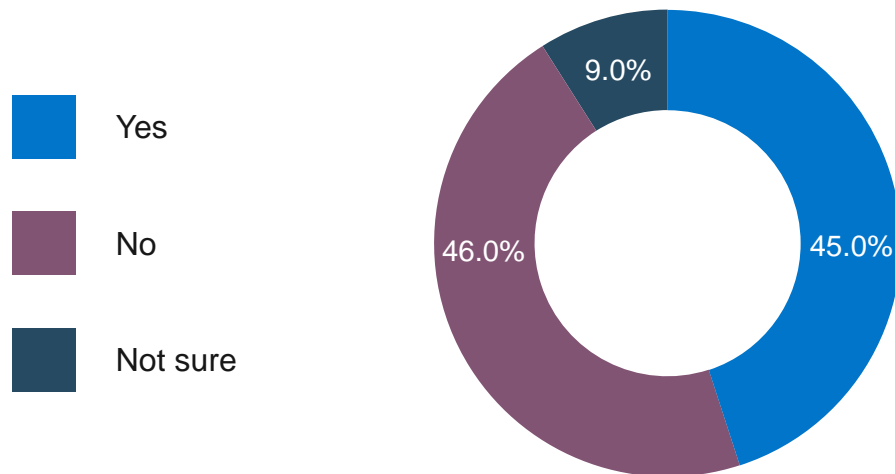
Are we really as effective in reaching our members as we think?



What proportion of your members are you able to reach?



Since the implementation of default regulations, have you noticed an improvement in member behaviour with regard to ANNUITISATION AT RETIREMENT?



To what do you attribute the lack of improvement in member behaviour with regard to ANNUITISATION AT RETIREMENT?



Members want access to their cash	23.9%
Inadequate communication	10.9%
Annuitisation has always been compulsory	10.9%
Lack of understanding/knowledge of options available	8.7%
Due to the economic situation of South Africa	8.7%
They use the money to pay off their debts	8.7%
It is too early to see an improvement	8.7%
Well informed/high value members make their own investments	6.5%
Lack of effective benefit counselling	4.4%
Low level of interest/take-up of counselling	4.4%
They prefer advice from own advisor	4.4%

Funds acknowledge that we are not doing enough when it comes to engaging our members

How will you provide Retirement Benefits Counselling to your members?

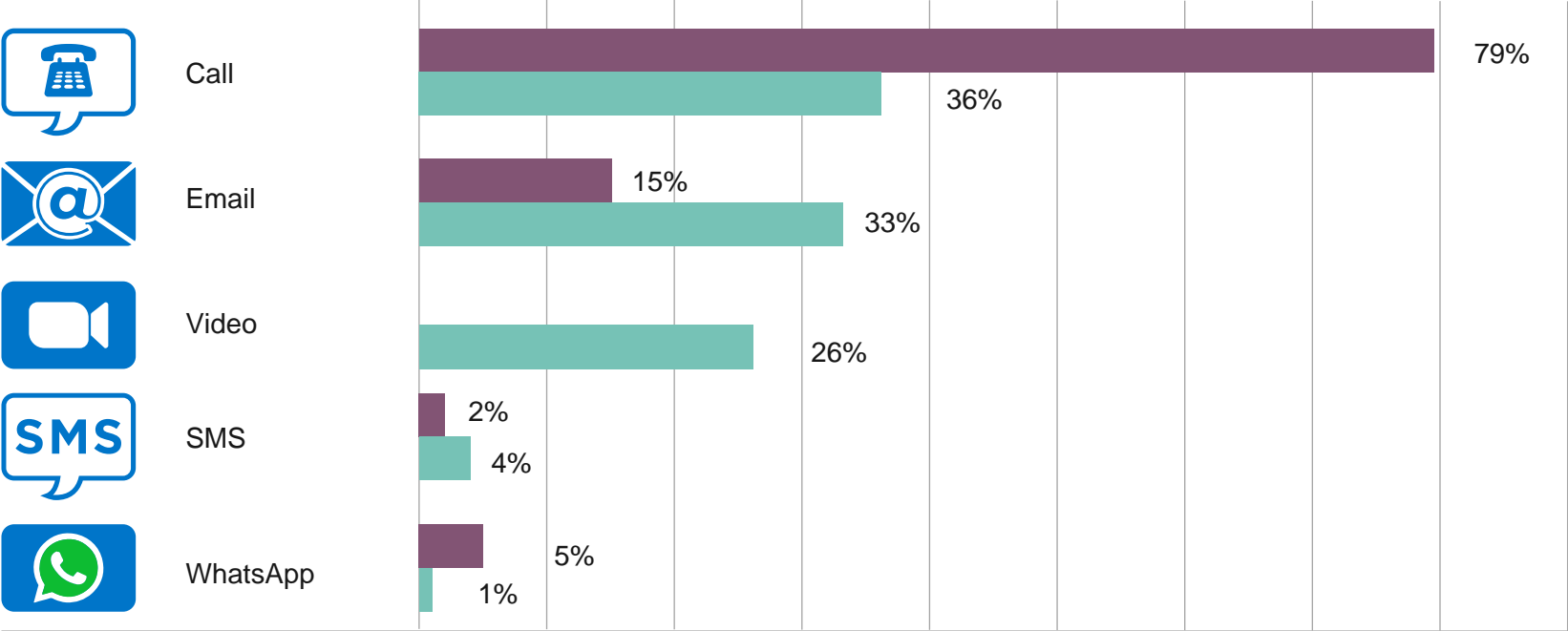


Written communication	79.0%
Technology solutions, e.g. WhatsApp, Interactive Videos, Online Portals etc.	43.0%
Retirement benefits counsellors who field calls from members	51.0%
Retirement benefits counsellors who proactively call members	47.0%
Specialist retirement benefits counsellors independent of administrator	26.0%

Members' preferred engagement channels for Retirement Benefits Counselling



Member engagement channels Jan – Mar 2021



Reactive Proactive **5x**

LEVERAGING TECHNOLOGY



Personalised, interactive video



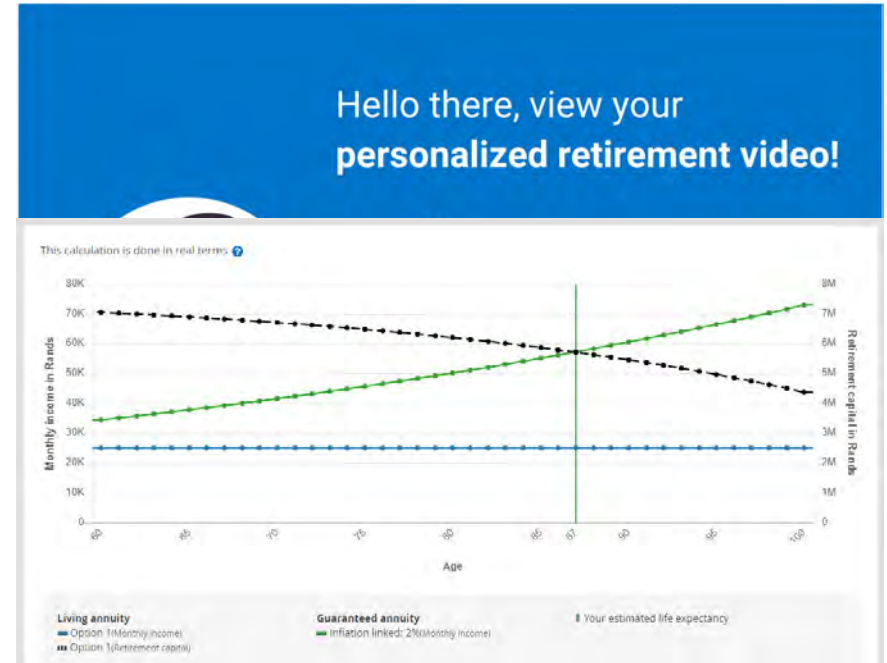
Online portal



WhatsApp



Online meeting



Online meeting: Retirement Benefits Counselling



- ④ Mr John Doe wants to have a Retirement Benefits Counselling session via MS Teams



Sanlam Corporate

Retirement Benefits Counselling
30 minutes
Free



June 07

< > June 2021

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Select staff (optional)

 Anyone

3:30 pm

All times are in (UTC+02:00) Harare, Pretoria

Add your details

Name



Email



Phone number



Please let us know if you have any special requests.
Thank you.

Notes (optional)

Provide Consent message

By clicking below you agree to these terms and conditions and privacy policies.

Book

...d to make a few key decisions about
...ement savings.

...s approved by the *ABC Pension*
...personalised video' button on top to

... see a short, personalised video that has important information
about these options. Alternatively, click on the 'Book a meeting'
button for an online videocall with one of our Retirement Benefits
Counsellors.



Good day Mr Doe

Your MS Teams meeting for 28 June at 15:00 has been confirmed! You should receive an invite within a few minutes.

We are looking forward to engaging with you on your options at retirement with ABC Pension Fund.

Kind regards

Barend

Barend le Grange

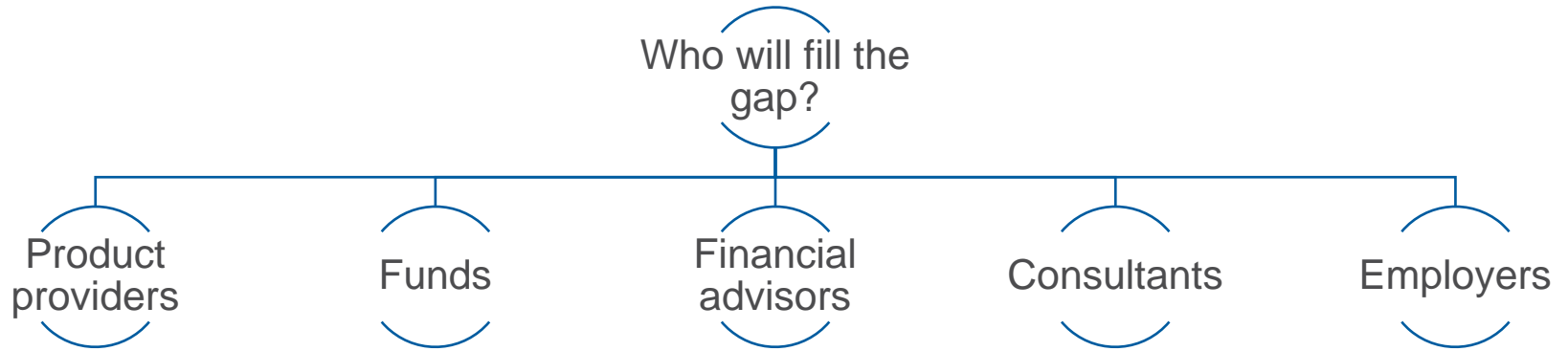
Retirement Benefits Counsellor

Sanlam Corporate



Digital

WHO WILL FILL THE GAP



Partnerships

TAKING US INTO THE HORIZON



- ④ Put member's holistic financial needs at the centre
- ④ Have the right focus – it's not about legislation
- ④ Retirement funding industry is well positioned, given our link to a large proportion of population
- ④ Opportunity to put cost effective advice and member focused solutions in place for all members
- ④ Let's serve our members and instill financial confidence

thank you 