West Northamptonshire Council
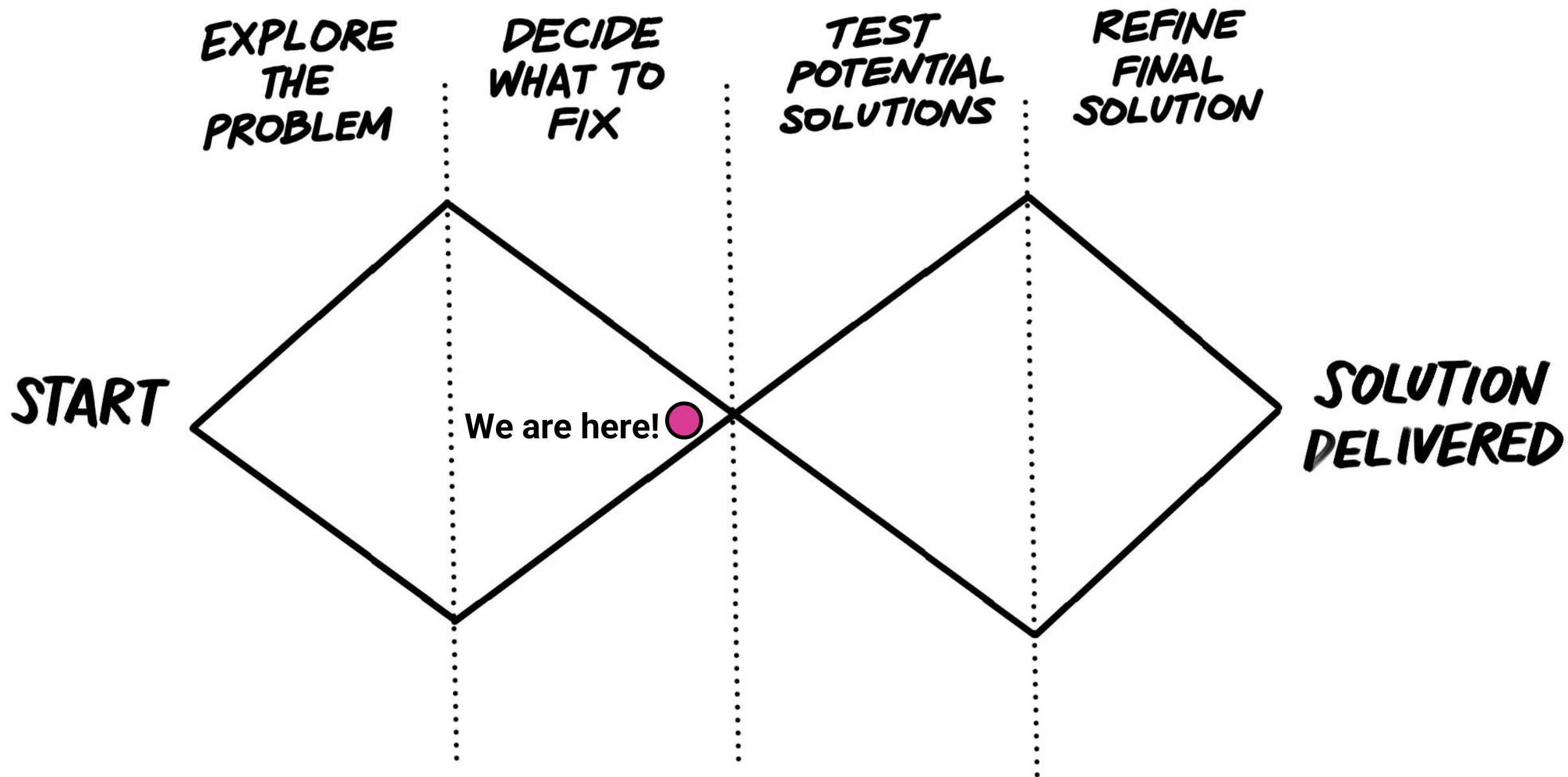
Pensions website insights

Digital Services

Ultimate goal

Assess the members' and employers' websites to **decide whether they meet the best user need**, with a view to **increasing digital uptake** and **releasing avoidable contact** from the service desk.

This includes a recommendation on options for how to **improve, move or replace both sites**.

Objectives for phase 1

- Do **members** get what they need?
- Do **employers** get what they need?
- Do the **pensions team** get what they need?

- Is the **website secure** from cyber attacks?
- Is the website **accessibility compliant**?
- Is the website hosted and maintained in the most **cost efficient and resilient** way?

EXPLORE THE PROBLEM

DECIDE WHAT TO FIX

TEST POTENTIAL SOLUTIONS

REFINE FINAL SOLUTION

START

We are here!

SOLUTION DELIVERED

Activity	Background	Key Milestones
Review of website and digital communications during 2022/23	The Fund maintains two websites for engagement with scheme members and employers. The current websites were developed in 2015, with the employer website hosted locally using WordPress and the member's website hosted by the Fund's administration software provider, Heywood, alongside the member self-service facility. A review of our web offering will be carried out with support from the digital services team at West Northamptonshire Council. The review will assess whether the website is still fit for purpose and alternative options available to meet the needs of the Fund's stakeholders. This includes deciding whether to continue hosting the employer and member websites separately.	Initial engagement with key stakeholders and agreement of project objectives (July 2022 – Aug 2022) Key insights and user mapping of complex journeys (Aug 2022 – Sep 2022) Investigation into any identified "pain points" identified by user groups and identification of any further areas for improvement (September 2022 - October 2022) Stakeholder demonstration of new user journeys and prototype web pages/functions (October 2022 – November 2022) Presentation of key recommendations to officers (November 2022 – December 2022) Present outcomes and recommendations paper to Committee (March 2023)

What have we been up to?

- 2 focus groups
- 7 interviews with members
- 6 interviews with employers
- Technical options analysis
- Accessibility analysis

Hot topics from the members focus group

	Focus group	Members
Searching	✔	✔
Personalised information	✔	✔
Website accessibility	✔	✔
Navigation	✔	✔
User accounts		✔
Pension statements		✔

Hot topics from the employers focus group

	Focus group	Employers
Searching	✓	✓
Website accessibility	✓	✓
Navigation	✓	✓
iConnect	✓	✓
Problematic forms	✓	✓
Chasing for information	✓	✓
Employer duties		✓
Comms with the pensions team		✓

Pensions information our personas need

Matt, 35

Username / password

Current amount

Changing jobs / leaving public sector

What he'll get at age 60

Spouse's pensions

Paula, 57

Idea of what her post-retirement life will be like

Amount she'll get if she retires now / next year / next 5 years

Ill health

Impact of taking a lump sum

Roberto, 68

Pre-retirement: "What sort of retirement do I want?"

Where is the money invested? Is it ethical?

Information to help his son and grandson

Ellie (employer)

Information for members and employers

Assistance with processes that she doesn't do regularly

Easy access to the most up-to-date forms

Reassurance that she has calculated something correctly

Other areas that came up...

- Getting to the right website
- Searching
- Confidence in what members read / employers need to provide
- Informative content – just hard to find
- Webinars success!

We also surveyed over 1,700 people

Members were most interested in:

- How much they'll get?
- How much is in their pension pot?
- Understanding their pension statement
- Accessing their pension details

Employers were most interested in:

- Calculations - benefits statements
- Benefit projections
- Early retirement
- Ill health retirement
- Pension regulations

Next steps - phase 2

Restructure content

- Test a personalised approach with different search and navigation options
- Create prototypes and test with members, employers and the Pensions team