



# RETIREMENT DIGITAL ENGAGEMENT SOLUTION

Retirement Solutions | Digital Engagement Solution

## How do you motivate employees to prepare for retirement?

The FIS® Retirement Digital Engagement Solution offers personal communications that allow employees to easily enroll in or manage their plan. The program optimizes outreach efforts, can help you fulfill some of your fiduciary responsibilities and can help participants prepare for retirement.

## How it works

The automated communications process is quick and easy and integrates into your marketing message. Emails are sent from you with links to a landing page that includes a direct link to the FIS Retirement Digital Engagement Solution. This simple process reduces your costs and workload and offers a seamless solution to your participants. Here's how it works:

- Provide your company logo to be included in your communications
- Upload your employee email list
- Employees will receive one email per week over a five-week period

Fulfilling your fiduciary responsibilities is an ongoing challenge. The solution takes care of your retirement plan education by providing a consistent message. Communications drive eligible employees to the web

so they can learn about the features and benefits associated with their plan and plan for retirement.

## Personalization is essential to effective communication and employee engagement

Fifty-eight percent of consumers say it's critical or very important for companies to provide a personalized experience.<sup>1</sup> Compelling and tailored content motivates employees to stay engaged with their plan through three campaign types — enrollment, retirement readiness and targeted communications.

- Enrollment — Drives eligible employees to their retirement plan website to enroll.
- Retirement readiness — Motivates current participants to stay engaged with their plan.
- Targeted — Offers helpful information on a variety of retirement education topics and drives employees back to the solution.

## For more information

For more information about FIS' Retirement Digital Engagement Solution, contact [retirement.sales@fisglobal.com](mailto:retirement.sales@fisglobal.com).

<sup>1</sup> State of the Connected Customer Report, Salesforce, 2018