



PROGRAM

Thursday 19 September, Melbourne

	Session	Speakers and chairs
9.00am	Registration Tea and coffee served on arrival	
9.30am	Welcome and opening address	Dr Martin Fahy, Chief Executive Officer, ASFA
9.40am	<p>Session 1 Protecting Your Super – Are members more willing to engage than we think? The large response to ASFA’s recent Protecting Your Super campaign throws into doubt the commonly held belief that members don’t want to engage with their super. In this session we discuss the design, challenges and results of the campaign, as well as addressing questions such as:</p> <ul style="list-style-type: none"> • What are the right ingredients for a successful engagement campaign? • What insights did this campaign deliver? • How can funds best prepare to take advantage of member engagement opportunities? • What are the lessons for funds and service providers from this campaign? <p>We’ll also share some survey data from funds on their experience of the first PYS deadline.</p>	<p>Brannon Valmadre, GM, Illuminate Communications</p> <p>Chair: Dr Martin Fahy, Chief Executive Officer, ASFA</p>
10.30am	<p>Session 2 Future-proofing your engagement strategy With what we’ve learned from PYS, the advent of AFCA and the move of some member accounts to the ATO, how can we ensure our engagement strategies are fit-for-purpose and usher in the right future for super?</p>	<p>Sean McCormack, Chief of Group and Retail Partners, MLC Life Insurance</p> <p><i>Additional speakers to be confirmed</i></p>
11.10am	Morning tea	
11.30am	<p>Session 3 Empower, educate and encourage Financial services has made a strong move away from a transactional relationship with its customers into more of a lifestyle enabler. Can this be applied to superannuation and what will be the technologies required to facilitate that? In this keynote session, we’ll look at how AI can help super funds manage the shift and play a new role in their members’ lives</p>	<i>To be confirmed</i>



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12.15pm	<p>Session 4 Customer at your core – a super-specific strategy Sunsuper’s desire to transform into a customer-centric business is the basis of its Customer to Core strategy with the aim of “making the hard things easy” and increasing member trust. Aligning to the fund’s sole purpose of empowering members to fulfil their retirement dreams, Sunsuper sought to understand what their members needed, before they know they needed it, and completed full life-cycle mapping to build the right products, services and member outcomes. The fund aligned their digital activities with assisted services to create benefits for all customers, members, employers and advisors.</p>	<p>Amalie White, Head of Customer Interactions, Sunsuper</p> <p>Dean Wallace, Head of Architecture, Sunsuper</p>
12.45pm	Lunch	
1.30pm	<p>Session 5 Member experience – the upcoming trends What are the major trends in customer experience and how can the super industry leverage them to create lasting engagement? This session will look at global examples of best practice, presenting the top emerging trends in CX.</p> <p>This will be followed by table discussions where we’ll ask you to look at these trends and identify ways they could be applied to super.</p>	<p>Barry Truebridge, Partner, Customer Experience, PwC</p> <p><i>Additional speakers to be confirmed</i></p>
2.30pm	<p>Session 6 What is your data really telling you? Are you deriving full value from the data you hold? With the explosion in digital, what can funds do to match the many and varied streams of data they’re now collecting to actionable member insights and behaviours? How do you understand your members better by being able to ‘read the signals’ you’re receiving? Can you identify competing needs?</p> <p>This interactive session will pose a number of questions and challenge your assumptions on data use.</p>	<p>Brendan Watmore, Principal, Content Connect</p> <p><i>Chair to be confirmed</i></p>
3.20pm	Afternoon tea	
3.40pm	<p>Session 7 Desperately seeking differentiation – a case study Fund members expect the same level and quality of service and customer experience that they receive from other industries or services. The ability to access full information and make decisions and take actions ‘at the push of a button’, and a mobile button at that, is the type of CX required for members to be engaged with their super fund.</p> <p>Historically, funds differentiated by the type of member base that the fund supported and the promised ‘rate of return’ from investments. In today’s world, it is the differentiation of Customer Experience that will dictate the level of member engagement.</p>	<p>Peter Monk, GM Australia and New Zealand, Concentrix</p>

ASFA Spotlight on Member Engagement in Super

Supporting partners



Venue host



LIFE INSURANCE



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4.10pm	Session 8 Beyond work – ensuring a super future According to the Productivity Commission overview report released late last year, the super system exists to support its members in retirement, calling out the need for retirees to have access to products that meet their individual requirements and the right information to make decisions. Are members at retirement savvy about their options? Do they know where to go to get help?	<i>To be confirmed</i>
4.50pm	Wrap up and thanks	
5.00pm	Networking drinks	
5.30pm	Event concludes	