

SUCCESS | PENSION BENEFIT STORY | GUARANTY CORPORATION

DIGITAL COMMUNICATIONS ABOUT RETIREMENT ISSUES SCORE BIG KUDOS.

SITUATION

Working toward frequent, tailored communication with diverse customers.

In addition to its new quarterly “Retirement Recap” newsletter, Pension Benefit Guaranty Corporation (PBGC) communicates with its diverse customers in various ways. PBGC historically produced two newsletters: one for current retirees and one for future retirees. While there is duplication of information, each is tailored to different groups of recipients.

SOLUTION

GovDelivery’s cost-efficient digital delivery of information to those who want it.

Positive response to the Fall 2013 email newsletter for retirees prompted PBGC to move forward with more frequent email outreach to benefit recipients, practitioners, stakeholders, and the general public. To communicate more directly and efficiently with customers, PBGC proposed a quarterly digital newsletter for customers whose email addresses it had: current and future retirees, deferred vested participants, beneficiaries, newsletter subscribers, and any other groups that would benefit from more frequent outreach. After combining email lists compiled from PBGC.gov visitors who signed up for the newsletter through GovDelivery and MyPBA users who indicated they wanted to receive the newsletter, the email was sent to more than 425,000 recipients and has had a very significant positive impact on PBGC’s customer satisfaction scores.



ABOUT

Pension Benefit Guaranty Corporation (PBGC) protects the pension benefits of more than 42 million Americans in private-sector pension plans. The agency is directly responsible for paying the benefits of more than 1.5 million people in failed pension plans. PBGC receives no taxpayer dollars and never has. Its operations are financed by insurance premiums, investment income, and assets and recoveries from failed plans. Learn more at PBGC.gov.

Communicating via email is an obvious win-win for PBGC. In developing the newsletter, PBGC used content from PBGC’s Blog “Retirement Matters” and relevant information for customers about important changes and issues that may affect them.

“Enjoy this new Newsletter format! I look forward to reading future issues.”

PBGC CUSTOMER



RESULTS

When PBGC integrated multiple data sources to create a recipient list for "Retirement Recap," it ushered in a new era of proactive communication about retirement security with all of its customers. Advanced bulletin design, campaign tracking, and advanced analytics through GovDelivery provide greater insight into the needs and behaviors of its customers. PBGC is integrating this subscription list with multiple PBGC websites and applications to continue to grow its user base with each subsequent edition of the newsletter. The 12-point increase in customer satisfaction in the days following the mailing attests to the success of "Retirement Recap" in improving PBGC's information and service.



METRICS

428K+ EMAILS SENT

42% OPEN RATE

400% WEB TRAFFIC INCREASE DAY AFTER SEND

21K PEOPLE VISITED THE SITE DAY AFTER SEND



REAL-WORLD EXAMPLE

Customer Comments:

"I've always read the mail, but I like the email better. Saves paper & is cost effective."

"I think a quarterly recap online is great. Good job!"

"I'm glad to receive emails regarding my pension and that info is accessible to me online, thanks."

"I look forward to future editions!"

"Appreciate what they do in keeping us informed on what is going on."

"Keep up the good work. Keep the new communication tool active."

"The information in the newsletters is easy to understand and if I don't, the staff is always there to help me out and understand any changes."

"Keep informing retirees of what to expect from PBGC in protecting their benefits!"



2014 WINNER
DIGITAL STRATEGY
& IMPACT AWARDS

ABOUT GOVDELIVERY

Over 1,000 public sector organizations use GovDelivery's highly-secure cloud solutions every day to enhance the citizen experience for more than 100 million people. GovDelivery offers leading solutions for managing government communications, internal and external learning, and open data. The GovDelivery Network offers a unique and impactful way for public sector organizations to work together to cross promote content and increase digital reach. Organizations using GovDelivery see higher utilization of citizen services and greater citizen engagement.