

# Communications Smart Hub

Your single-source solution for retirement communications

## New competitive dynamics

With the steady shift to digitalization, personalized interactions, and fiduciary oversight, what does it take nowadays to be successful in your participant and plan communications? If your game plan only involves paper-based communications and conventional tactics, you're likely missing valuable opportunities. Opportunities to maximize engagement, effectiveness, and efficiency within your retirement communications that help achieve better participant and plan outcomes to drive your business forward.

## The way forward

To be truly effective and competitive in today's market, a holistic approach is needed. One that employs numerous strategies, tools, and touchpoints and uses digital technologies and data and analytics to deliver more impact and less cost than traditional solutions.

A single-source, highly configurable solution, Communications Smart Hub delivers dynamic, personalized, content-rich communications and reporting for participants and sponsors.

## Generate impact quickly

Our digital tools and technologies allow you to deploy targeted, measurable online campaigns throughout a participant's retirement journey — swiftly and efficiently.

Achieve impact from the start by creating campaigns that link directly to enrollment content for a more tailored, effective enrollment experience for both participants and sponsors.

## Better engage with sponsors

With increasing regulatory pressure to achieve positive outcomes for their participants, it's critical that plan providers and plan sponsors understand the health of their plans. Demonstrate the value you bring to your relationships by taking advantage of our plan-based communications.

Our innovative digital approach provides an interactive, real-time view into plans. Sponsors gain insight into the health of their plan and the retirement readiness of plan participants, allowing them to focus on critical information, identify opportunities for improvement, and take immediate action.

Plan sponsors also look to you, their provider, to assist them with providing their plan participants with fee disclosures, various compliance notices, and fund communications throughout the year. Preparation and distribution can be overwhelming. Let Communications Smart Hub do the heavy lifting for you with our multi-channel web and email-based delivery options.



Targeted Participant Campaign

To request more information, visit:  
ssctech.com





### Advanced data and analytics

Gain valuable attitudinal and behavioral insights to connect more deeply with participants, and enhance transparency and oversight to improve plan reporting and health monitoring needs.



### Holistic financial and retirement education

Merge financial planning and education directly into all your communications, allowing participants to focus on their overall financial wellbeing without sacrificing their retirement objectives.



### Powerful branding and engagement

Digital tools and communications allow for faster and more economical delivery of tailored plan and participant messages.



### Seamless omni-channel experience

Integrate participant and plan activities to provide participants and sponsors with experiences that fully meet their needs and expectations.

## Experience the benefits

- Hone in on topics to meet participants' unique needs and help achieve personal financial objectives
- Gain insights and drive better outcomes through data aggregation, management, and synthesis
- Ease complexity and save time and effort by integrating your communications into one single-source solution
- Improve efficiency and personalization with a variety of customization features, including branding and content options
- Gain flexibility via on-demand capabilities and highly configurable tools to help keep up with fiduciary needs and participants' always-evolving expectations
- Create discussion-generating and actionable plan reviews without driving up fees for plan sponsors
- Reduce the time and expense involved in preparing and distributing fee disclosures, compliance notices, and fund communications while helping satisfy plan sponsors' obligations
- Fully engage your participants and drive better outcomes for them by delivering the right content at the right time

