Streamlined Enrollment

Challenge: Shorten enrollment into a managed 401(k) from 2 pages to 1 page

http://www.wgaconsulting.com/new/wp-content/uploads/2015/07/simplifiy.jpg
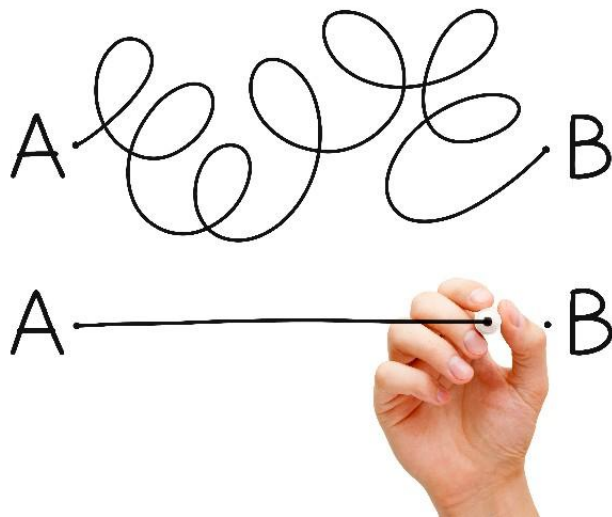
Study 1 - UserTesting.com

Less clearly defined research objective ➡️ exploratory first step

Qualitative, online, unmoderated

20 participants
Ages 35-59
10 clients, 10 prospects

Goal
Determine if people prefer a quicker 1-page signup process to the current 2-page design

*[images of 2- and 1-page signup flows not available]

Study 1 - UserTesting.com

→

Unexpected Discovery: **The proposed signup process is <u>too short</u>!**

- *"I don't know what the purpose is of giving me an unpersonalized plan…"*
- *"It tells me that it is a cookie-cutter thing based on my age and it's really not about me…"*

Re-Framing the Challenge

From:

"How do we make enrolling easier?"

To:

"How do we quickly build trust?"

Study 2 - How to make it personalized?

Quantitative online

135 participants
Ages 30-49
Investable assets: $50K-$150K (50%), $150K-$1MM (50%)
Regular 401k contributions

Goal
Determine which profile questions create the greatest sense of personalization

Study 2 - How to make it personalized?

Imagine signing up for a managed account, and being asked questions about yourself and your finances, such as:

Emergency Fund
Do you have an emergency fund? If so, how long do you think it will last should you need it? What is an emergency fund?

| No emergency fund | Less than 3 months | 3 to 6 months | More than 6 months |

Get Guidance
Want someone to walk you through this?
Call a Fidelity guidance consultant at **866-811-6041**.

Household Finances
How would you describe your household's financial situation? (Consider your employment outlook, benefits, expenses, and savings.) Learn more

| Deteriorating | Not secure | Somewhat secure | Secure |

Study 2 - How to make it personalized?

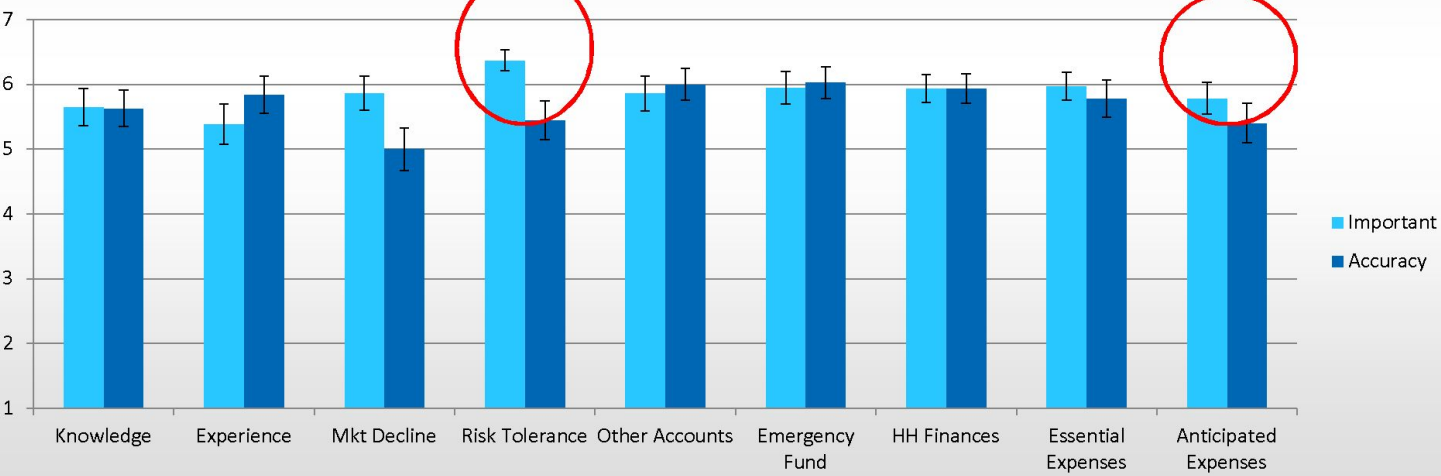For each existing profile question:

- How important is it for an investment firm to know this information?
- How accurately can you answer the question?

Study 2 - Results

Online Quant Study - Which IPQ Questions are Most Personalized?

1. Risk Tolerance and Anticipated Expenses: two of the most important questions for building a personalized strategy, but also two of the lower scores for how accurately people can answer

Importance vs. Accuracy of answering
1-7 rating scale, higher is more important and more accurate
$50k-$150k group, N=65

Legend:
- ■ Important
- ■ Accuracy

Categories: Knowledge, Experience, Mkt Decline, Risk Tolerance, Other Accounts, Emergency Fund, HH Finances, Essential Expenses, Anticipated Expenses

Study 2 - Results

People want us to know their tolerance for risk

BUT

It is one the questions they are least able to answer accurately