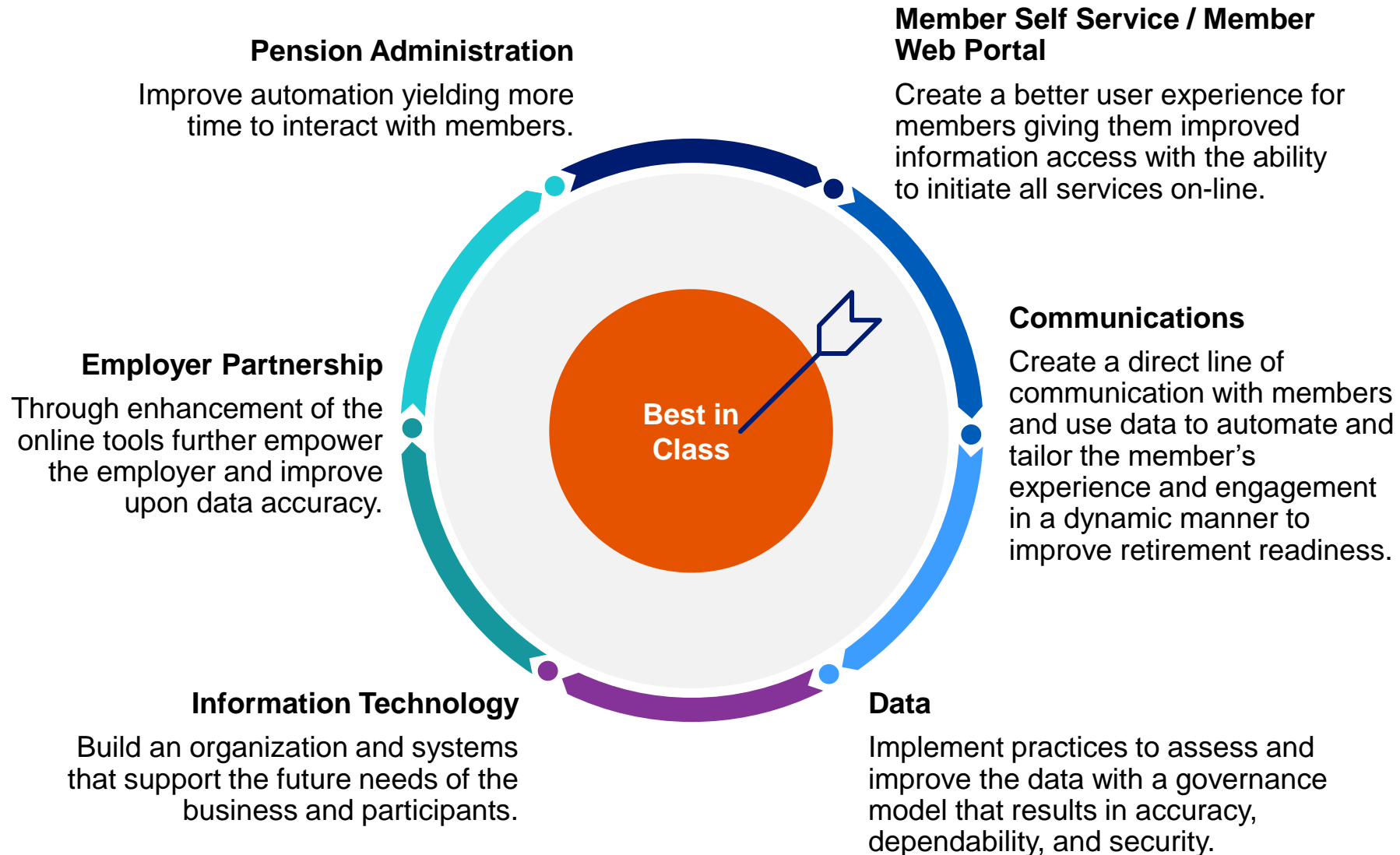




KPERS – Modernization Visioning Conclusion

June 30, 2021

KPERS Vision – Best in Class



Six Key Conclusions:

- Empower members with best-in-class self-service tools to improve retirement readiness, based on life and career stages
- Engage members through direct-to-member communication, providing milestone based communications directly and not just via the employer
- Support employees through business process definition and automation, with focus on becoming paperless where the business case supports it
- Improve service to members through state-of-the-art customer service tools and relationship / case management
- Enhance employer interaction and stakeholder confidence in data through improved portal function and improved reporting
- Empower managers through improved data, analytics and related tools

Best-in-class self-service tools

Create a Member Web Portal that:

- *Allows users to choose their preferred communication format and delivery channel*
- *Has an efficient create user ID and password registration and reset capability which reduces call drivers*
- *Supports straight-through processing (member does all online) and is seamless with internal processes*
- *Provides simple and easy-to-use wizards (the Turbo Tax Model)*
- *Shows status updates (The Pizza Tracker Model)*
- *Offers secure file upload and secure messaging*
- *Lets users run and save their own retirement estimates (to match KPER's estimates)*
- *Lets users run member annual statements or point in time statements on demand*
- *Gives members a full financial picture (including KPERS 457 and Social Security) that encourages positive action toward their own retirement readiness*
- *Provides tailored user experiences based on age, career/life stage and membership demographics*
- *Provides an excellent user experience across device types*
- *Integrates with other communications channels*
- *Unified site – seamless integration with KPERS.org*

Direct-to-Member Communication

Proactively interact with members at moments when KPERS could be relevant in their lives, including KPERS-related milestones and life stage/life events

Automate communications and campaigns while maintaining quality and precision, including ability to control how many communications a member would get from KPERS within a certain period and when they are delivered.

Use internal and external data to tailor content and delivery, including member preference, and by career/life stage

Personalize communications wherever possible

Facilitate communications that engage members in a way that helps them understand their benefits and creates positive action toward retirement readiness, while reducing call drivers

Integrates with MWP and other communications channels

Enables the use of external service providers

Allows staff and employers to remain informed of communications efforts

Business Process Definition & Automation

Focus on becoming paperless, where possible and there is a solid business case, and initiating work via member portal requests

Use business process management software

Use case management tools

Provide reports and track metrics

Provide automated reminders

Integrate knowledge management

Document processes and identify owners

State-of-the-Art Customer Service Tools

Ensure immediate, accurate, accessible information is available to KPERS employees

Implement a customer relationship management (CRM) system

Integrate with a modernized phone system

Consider a chat feature

Improved Portal (EWP) Function & Reporting

Provide tools and functionality to support employer success and accuracy

Expand the collection of member data and tighten the validation of the data to speed the reporting process, and to minimize manual efforts for both employers and KPERS

Provide dashboards related to both member data and reporting

Provide tailored reminders to increase efficiency and make it easier for employers to be on time

Provide predictive analytics

Improved data, analytics and related tools

Cleanse data

Implement data governance

Create a data warehouse

Create reporting tools (predictive analytics) that support management decisions and planning to identify issues early and to identify where we are exceeding expectations (Key Performance Indicators)

Improve data quality such that it increases KPERS' employee confidence in our data