



# California Secure Choice Retirement Savings Investment Board

*May 20, 2019*

# Payroll Provider Integration

## Goal

Develop an API to allow automated data flow between Ascensus and payroll providers, further decreasing work required of employer

## In-person meeting in Chicago – April 17<sup>th</sup>

- Representatives from fifteen different payroll providers participated

## Next steps

- Webinar scheduled for May 30<sup>th</sup> to continue scoping API, with the goal of implementing by year's end
- For companies not using APIs, continue to refine other tools

# System Development and Enhancements

## Mobile application

- Beta version of app live May 15<sup>th</sup>
- Spanish language and biometrics scheduled for July 1<sup>st</sup>

## Spanish language – employer and employee portals

- Scheduled for September 10<sup>th</sup>
- Spanish public website currently live

## Employer “ease of use enhancements”

- Continued monthly releases of enhancements to make it easier for employers to register, enroll participants and facilitate payroll contributions
- Enhancements based largely on employer feedback

# July 1<sup>st</sup> – Official CalSavers Launch!!

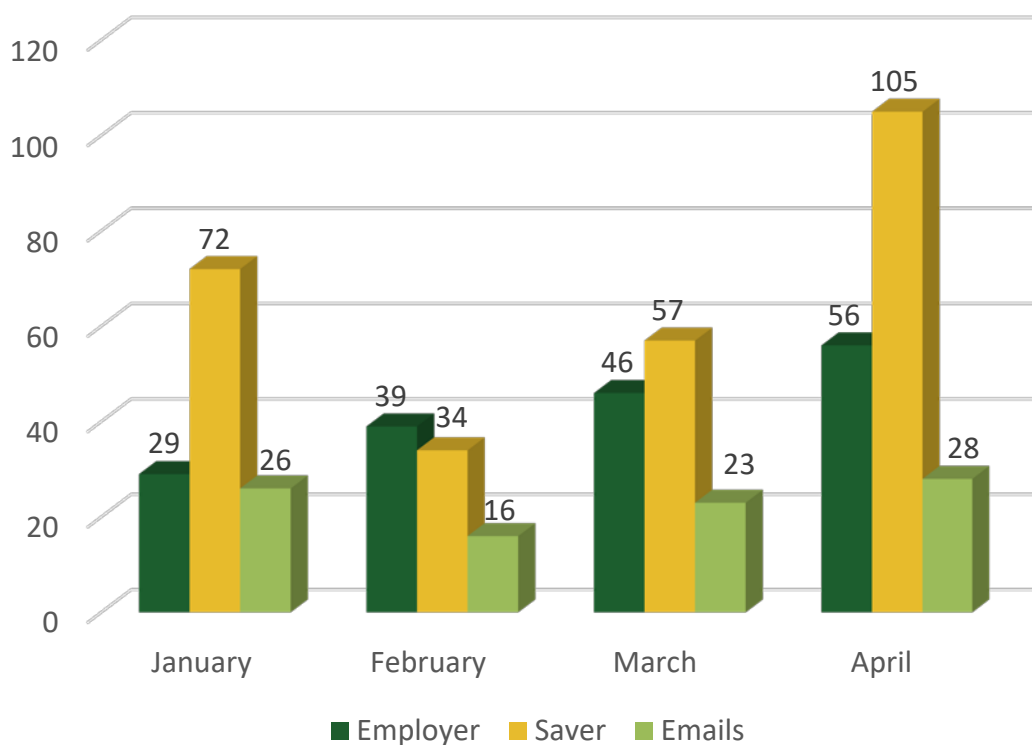
## Supporting Program activities on July 1<sup>st</sup>

- Addition of new investment Fund:  
CalSavers Sustainable Balanced Fund (Environmental, Social, Governance)
- Process for employers to register and be provided with access code
- Additional website updates around the re-enrollment process

# Client Services – how's it going?

## Pilot Onboarding

CalSavers Call Center Volume



### Employer Inquiry Trends

Registration inquiries	24%
Payroll submission inquiries	12%
Other	12%
General portal assistance	12%
Plan facilitation inquiries	11%
Adding/Editing payroll assistance	10%
Program overview inquiries	8%
Exemption inquiries	6%
Opt out inquiries	4%
IRA specific inquiries	1%

### Saver Inquiry Trends

Opt out requests	72%
Other	8%
Balance inquiries	4%
Password resets	4%
Maintenance updates	3%
Contribution rate inquiries	2%
Distribution requests	2%
Program overview inquiries	2%
Web registration assistance	2%
IRA specific inquiries	1%

# Marketing Activity - 7/1 Open Date Planning

## Operations

- Website optimization
  - Content revisions
  - Price & Performance webpage
  - Update all forms, documents
- Mobile app – Beta Testing
- Revisions to all invitations, notifications and operations communications
- Creating a registration (intake) process for Employers (7/1-9/1)

## Media

Coordinating activities for 7/1 Open Date

- Top-Tier (national) and regional media outreach (interviews)
- Press Release
- Press Conference
- Quote Sheet
- Infographic

## Marketing program

- Product Brochures - English, Spanish and Chinese (NEW!)
- Film
- Employer registration tutorials/aids

The collage features several key marketing assets:

- Welcome Letter:** A letter from the State of California to ABC Company INC, welcoming them to CalSavers and explaining the program's benefits.
- Brochure:** A document titled "Facilitating CalSavers" that provides detailed information for employers, including a table of requirements and a list of key points.
- Registration Form:** A form titled "Step 1: Register with CalSavers" that guides employers through the initial registration process.
- Video Thumbnail:** A circular image showing two people, one in a chef's uniform and another in a green shirt, with the CalSavers logo and the tagline "Simple and trusted way to save for retirement."

# CalSavers Institutional Relationship Management Team “Field team”

- Jason Gilbert hired March 18<sup>th</sup> as Director of the CalSavers field team (Los Angeles)
- Shayne Layton, start date May 13<sup>th</sup> (Sacramento area)
- Carols Serna, start date May 28<sup>th</sup> (Los Angeles area)
- Martha Nemecek, start May 28<sup>th</sup> (Los Angeles area)
- Actively recruiting for positions in San Diego and San Francisco Bay areas (San Francisco position will be fluent in Chinese)

