



## CalSavers Retirement Savings Board

October 19, 2020

George DuCasse, Ascensus

Jason Gilbert, Ascensus

Tom Reinhart, Ascensus

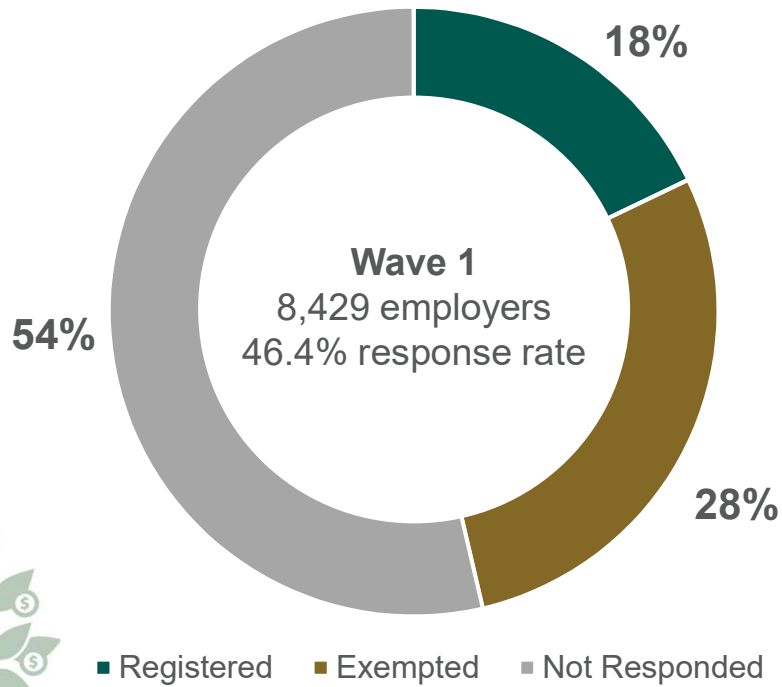


# Wave 1 Communications and Registrations



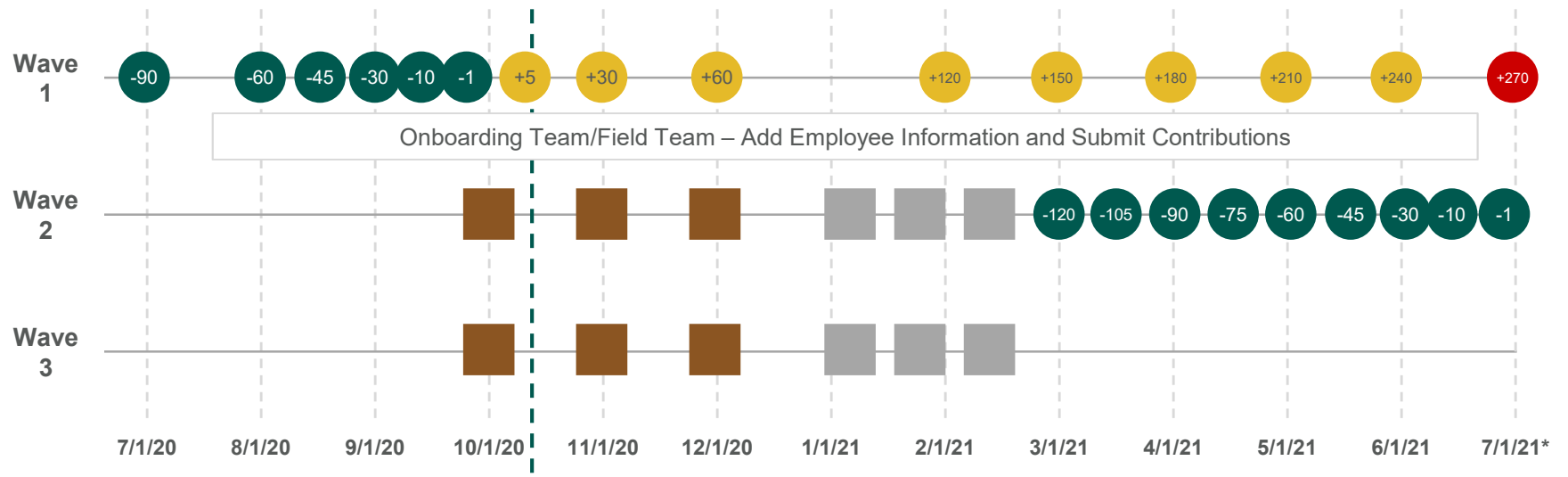
Wave 1 (100+ employees) Registration Deadline passed on September 30<sup>th</sup>

## Commentary



# Wave Communication Schedule

## July 2020- July 2021



- 90 Registration Deadline Notifications
- +5 Missed Deadline Notifications
- +270 \*Proposed Start: Compliance Communications
- Early Registration Campaign – Fall
- Early Registration Campaign – Spring

# Technology and Enhancements



## Projects completed over the last quarter

- Implementation of Interactive Voice Response System to allow savers to opt out without speaking to a phone representative (July 20<sup>th</sup>)

## Upcoming projects

- Real Time Employer Access Code (December 9<sup>th</sup>)



## Payroll Provider Integration

### Goal

Develop an API (application programming interface) to allow automated data flow between Ascensus and payroll providers, or implement any other type of technology to further streamline experience for employers

### API integration status

- Ascensus has worked with several payroll providers to develop an industry standard API solution
- Full Ascensus implementation will be moved to the production environment in December
- Anticipate one payroll provider integrating in December, and a second major payroll provider going live in Q12021

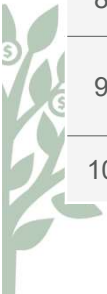


# Administrative Benchmarks

## Per Service Level Agreement



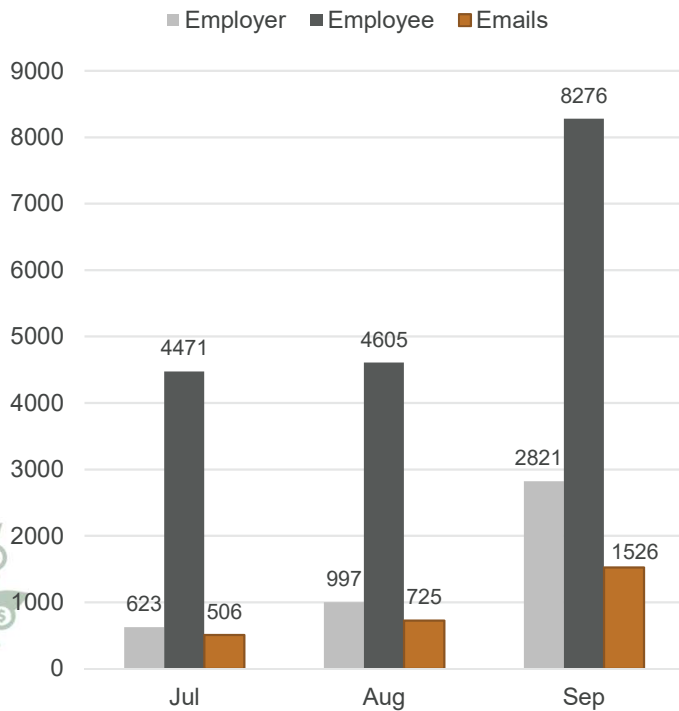
Category		Performance Standard	July Result	August Result	September Result
1	Call Center Abandon Rate - less than or equal to	2%	1.37%	1.75%	1.64%
2	Call Center Answer Time - calls answered in 30 seconds	85%	87.67%	86.55%	83.17%
3	Incoming mail or postal mail - reply by email when possible and postal mail when email is not available or appropriate - within 3 business days	N/A	100.00%	100.00%	100.00%
4	Notify Board of any correspondence or other communication from a legislator, government official, or any other elected official - within 1 business day	100%	N/A	N/A	N/A
5	Process all contributions and distributions in good order on the day of receipt before market close, or the following business day if received after market close	98%	100.00%	100.00%	100.00%
6A	Employer portal available 24 hours/day and 7 days/week, not including maintenance windows	99.90%	100.00%	100.00%	99.98%
6B	Employee portal available 24 hours/day and 7 days/week, not including maintenance windows	99.90%	100.00%	100.00%	99.98%
7	Participant quarterly statements and/or annual statements available - within later of 20 days of quarter's end, or receipt of all materials i.e. inserts	N/A	100.00%	N/A	N/A
8	Deliver federal tax reporting documents to participants on or before deadline provided in Applicable Law (Ascensus only produces 1099's in January and 5498's in May)	100%	N/A	N/A	N/A
9	Transmit federal tax files on or before the deadline provided in Applicable Law and promptly send, as necessary any subsequent files for corrections (Only remitted January, except for corrections)	100%	N/A	N/A	N/A
10	Provide all federal and state withholding remittance information to the appropriate federal or state entity by the deadline provided in Applicable Law	100%	100.00%	100.00%	100.00%



# Client Services Onboarding



## CalSavers Call Center Volume



Top Saver Trends	# of Cases	% of Total
Participation inquiries	21,612	75%
Maintenance	3,907	14%
Distribution	1,904	7%
Balance	658	2%
PW Reset	369	1%

Top Employer Trends	# of Cases	% of Total
Plan facilitation inquiries	4,649	33%
Registration inquiries	4,091	29%
Saver participation inquiries	1,749	12%
Exemption inquiries	1,536	11%
General portal assistance	1,223	9%

### Translation Services – YTD 2020

Total calls using Translation	1,138
Spanish	784
Vietnamese	248
Mandarin	39
Cantonese	20
Korean	11
Other	36

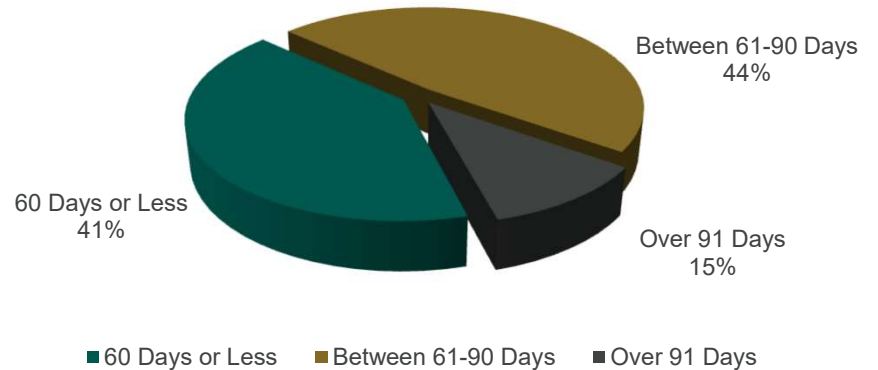


# Employer Onboarding Team



Q3 Call Volume by Month		July	Aug	Sept
Total Calls Handled	7,956	716	2,740	4,500
Outbound Calls	1,745	515	449	781
Inbound Calls	6,211	201	2,291	3,719

## Days to Onboard an Employer by Onboarding Team



*“All of the CalSavers Team has been great to work with especially Marlene Lizarraga and Sylvia Magdaleno, they have been great to work with their Communication is above and beyond any client service I have encountered in the past. Once again THANK YOU.”*  
 -Pacific Masonry Walls, Inc.

Onboarding Team Highlights
85% of employers submitted their first contributions within 90 days of registering.
100% service and CalSavers satisfaction scores on the post-onboarding survey.





# CalSavers Ascensus Field Team

Field Outreach Summary of Activities for August, September and through October 7<sup>th</sup>:

Calsavers	Meeting Type	August	September	As of October 7th	Total
Field Team Meetings	Employer	93	134	42	269
	Employee	3	18	4	25
	Community	14	17	5	36
	<b>Totals</b>	<b>110</b>	<b>169</b>	<b>51</b>	<b>330</b>

- **Re-engagement of off-track/delayed employers**
  - Expanded regionally targeted outreach to 1,211 employers in need of support, achieving over 55% impact rate
  - Conducted 330 meetings in English, Spanish and Mandarin
  - Successfully converted 100 employers to contributing and 163 to add employee information since last board meeting
- **Engaging Wave 1 Employers**
  - Provided timely support for employers virtually, via phone, email and some in-person (safety permitting)
  - Working closely with our most complex employers to illustrate the flexibility of the facilitation process and portal
  - Achieving a 73% impact rate on Wave 1 employer onboarding progress
- **Payroll Vendor and Employer Service providers regional outreach**
  - Identifying providers on a regional basis and conducting CalSavers awareness outreach providing timely resources
  - Offering facilitation support and solutions to prepare them to support multiple client employers



# Marketing Goals



# Marketing Goals > Objectives



## What we accomplished in 2019-20

- Raised awareness of program through combination of paid advertising, earned media and comprehensive schedule of notifications.
- Facilitated registration and enrollment for eligible employers. (Wave 1 = 46% response rate as of 9/30)
- Implemented comprehensive employer onboarding program, including launching webinar program.
- Used current participants in promotions to tell the story of “why CalSavers”.
- Engaged network of partners (civic and community organizations) to promote the program, retirement savings, and financial literacy

# Marketing Mix



- Public Website\*\***
- Mobile App\***
- Transactional Communications\***  
(E-mail and Letter)
- Guides/Templates**

- Portal**  
(Employer and Saver)
- Content Marketing**
  - E-mail
  - Film/Animation\*
  - Testimonials/Stories\*
  - Education Resources
  - Brochures\*\*
  - Webinars\*

- Earned Media**
- Field Outreach/  
Events/Exhibitions\***
- Social Media (Organic)\***
- Paid Advertising/  
Paid Search**



\*English and Spanish \*\* Multilingual

# Direct Employer Notifications

The collage features several key pieces of communication:

- Posters:**
  - "Your registration deadline is approaching." with a construction worker.
  - "CalSavers is here. Let's get started." with two men shaking hands.
  - "Why Wait? Register for CalSavers today." with a family in a grocery store.
  - "Your registration deadline is approaching on September 30, 2020. Register today to enable your employees to save for the future."
- Emails:**
  - "Official Notice From the State of California" regarding the registration deadline.
  - "Dear Sir/Ms/Ms/Mx," with a deadline warning for September 30, 2020.
  - "It's just the right thing to do." featuring a chef and the quote from Zach, Penny's Creamery General Manager.
- Registration Guide:**
  - "Your Registration Access Code Is Included"
  - "Next step: complete your registration"
  - Three-step process: 1. Access code delivered, 2. It takes just a few minutes, 3. Upload roster.
  - "It's time to take the next step and complete your company's registration for CalSavers, California's new retirement savings program. You're just a few simple steps away from helping your employees save for retirement."
  - "To complete your registration, you'll need this access code: <<ACCESS CODE>> You'll also need: CA Employer Payroll Tax Account Number (From EDD), Federal Employer Identification or Tax Identification Number (EIN/TIN)"
  - "Complete my registration" button.



## 2019/20 Accomplishments

**Wave 1 Notifications (12) - 3/1-9/30**  
46% response rate (as of 9/30)

**Wave 2/3 Campaigns (7)**  
Spring 2020 (Suspended due to COVID)  
Resumed with new campaign in Fall 2020.

## 2020/21 Focus

- Wave 2 Notifications
- Wave 3 Campaigns
- Improve open rate and engagement.
- Improve ER messages (message and subject line testing)
- Improve tutorial content for employer activities.



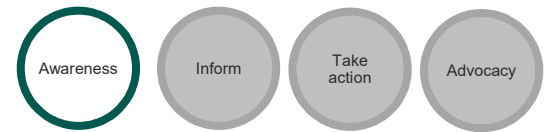
# Advertising/Promoted Social Media



**CalSavers** RETIREMENT SAVINGS PROGRAM

CA Employers with 100 or more employees:  
Your state deadline to register for CalSavers is  
**September 30, 2020**

Register at [employer.calsavers.com](http://employer.calsavers.com)



## 2019/20 Accomplishments

- Advertising on four platforms – Google, Twitter Facebook, LinkedIn
- Primarily target employers
- 59 million display ad impressions on Google since 1/1 (626k website visits)
- 12 million impressions on Twitter since 1/1 (Suspended 4/1-7/15)

## 2020/21 Focus

- Build social media following
- Explore LinkedIn for employer engagement
- Re-examine process for employer registration originating from advertising.
- Begin planning for outdoor advertising

**CA Employers with 100 or more employees:**

Register for CalSavers by 9/30/2020

Check your mail for your registration information and register at:

[employer.calsavers.com](http://employer.calsavers.com)

**CalSavers** RETIREMENT SAVINGS PROGRAM

**CalSavers** @CalSavers · Sep 30

TODAY (9/30) is the deadline for California businesses with more than 100 employees to register for CalSavers if they don't already offer a qualifying retirement plan. It's free for employers! If you're not already registered, visit our website to register now.

**TODAY**  
**9/30 CalSavers Deadline**  
For CA Employers with more than 100 employees

**CalSavers** RETIREMENT SAVINGS PROGRAM

Register Today!  
[employer.calsavers.com](http://employer.calsavers.com)

**CA Employers with more than 100 employees:**  
Registration deadline is 9/30/20

**CalSavers** @CalSavers · 15m

"You don't realize when you're young, how much you need it, but when you get to my age and you don't have a plan, then it hits you in the face that, "Hey, I should have started a long time ago." – Tekla, Triple E Trucking, Bakersfield, CA

0:16

Register for CalSavers Today!  
[employer.calsavers.com](http://employer.calsavers.com)

**Register with CalSavers today.**  
**Don't miss the 9/30/20 deadline!**

# Films (Education/Testimonials)



## 2019/20 Accomplishments

- Employer animation (Eng/Sp)
- Saver animation (Eng/Sp)
- Digital animation for Wave Deadline
- First testimonial (Triple E)

## 2020/21 Focus

- Continued development of participant testimonials
- Education-focused animations

# CalSavers Ascensus Employer Webinar Program



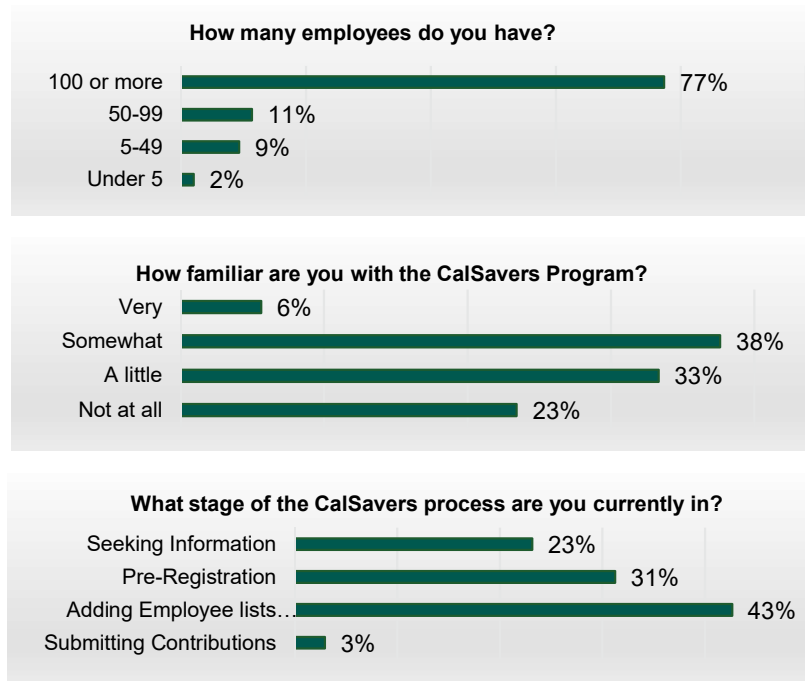
## Promotion



## Summary for August, September and through October 7th:

- Conducted **36** webinars, **Co-hosted with CalSavers Staff** to **867** individuals who RSVP'd
- Implemented Polling to better deliver messaging to employers attending Webinars
- Improved the interactive experiences offering multiple opportunities to ask questions and request information
- Answered over **1,000** employer questions in real-time

## Polling Results



**96% of Employers felt the webinars were “Very or Somewhat” helpful to them**