
DECEMBER 13, 2021

AGENDA ITEM 3
INFORMATION ITEM

CALSAVERS RETIREMENT SAVINGS BOARD

Program Administrator's Update

Attachment

- Ascensus Presentation



CalSavers Retirement Savings Board

December 13, 2021

Troy Montigney | VP, Relationship Management



Highlights



Q3-Q4 Highlights

Deployment & Measurement of Wave 3 Early Registration Program

Continued Support of Waves 1-2 Compliance Efforts

Capacity Planning for Wave 1 Enforcement & Wave 3 Deadline

Product Roadmap & Technological Enhancements



Technology and Enhancements

Recently Delivered

- More transaction features added to the Saver portal
- Employer Status Change functionality (closed, moved, merged, etc.)
- Saver & Employer enhancements on cancels, reversals and withdrawals
- Annual Saver Auto-Escalation improvements, including e-mail notifications
- Off-cycle employer data updates

Coming Soon (this year/Q1 2022)*

- Payroll Integration with a top payroll provider to smaller employers
- Employer Portal change requested by CalSavers staff

Also in development (2022)*

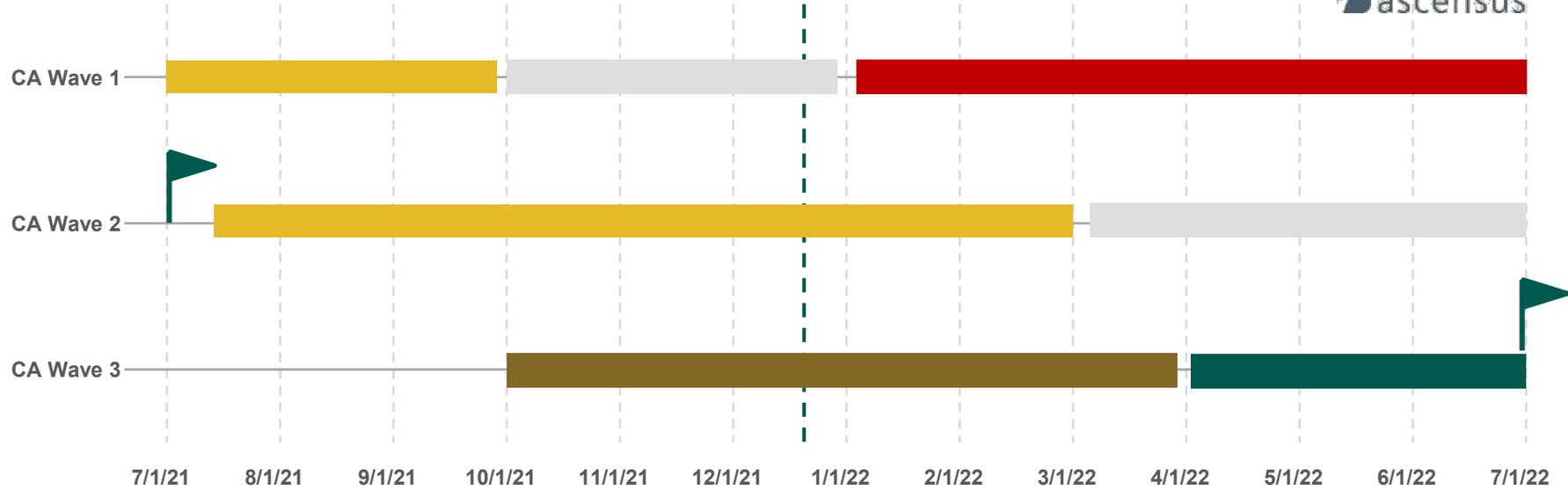
- Employer Portal onboarding enhancements
- Saver communications updates
- Continued automation of employer and saver features
- Dedicated support/functionality for regular EDD employer data updates

A landscape photograph of a vineyard. The foreground shows rows of young grapevines supported by wooden stakes and blue netting. The middle ground is a dense green vineyard. The background features rolling hills covered in trees under a clear, bright sky. A semi-transparent green banner is overlaid across the middle of the image, containing the text "Program Operations" in white.

Program Operations

Notification Schedule

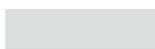
July 2021 – July 2022



 Early Registration Campaigns

 Registration Wave Notifications

 Missed Registration Deadline Notifications

 Due Process Notices (Direct from Board)

 FTB Penalty Notices
A) Did not register
B) Did not add employees
C) Did not submit contributions

 Wave Deadline

Client Services Performance & Benchmarks

- In 2021, service level agreements (SLAs) have been met and substantially exceeded for 11 consecutive months:

Metric	1/21	2/21	3/21	4/21	5/21	6/21	7/21	8/21	9/21	10/21	11/21
Abandon Rate ($\leq 2\%$)	1.40%	1.22%	0.77%	0.68%	0.71%	0.36%	0.22%	0.59%	0.35%	0.45%	0.55%
Answer Time (85% in 30s or less)	86.38%	87.26%	90.64%	89.25%	90.44%	94.09%	96.29%	91.47%	93.2%	91.71%	91.46%
Avg. Speed of Answer (non-contractual)	30s	25s	17s	18s	19s	14s	11s	16s	14s	17s	15s

- Introduced a dedicated line for employer enforcement calls, with servicing from tenured reps
- Ascensus continues active work on other recommendations, including:
 - Interactive voice response (IVR) expansion and enhancements, quicker resolution for non-enrolled employees, and online saver opt-out accessibility
- Preparing to hire additional reps for 2022 due to forecasted compliance (Waves 1-2) & deadline (Wave 3) volumes

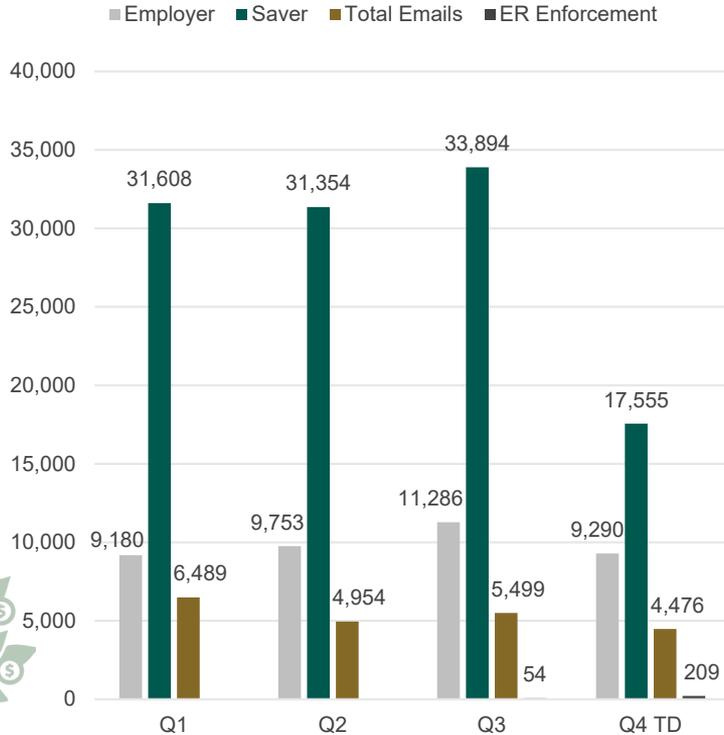
** SLAs are contractual commitments to maintain specific performance standards for client servicing functions. In CalSavers' agreement with Ascensus, these are referred to as "Administrative Benchmarks."*



Client Services



CalSavers Call Center Volume (YTD 2021)



Top Saver Trends	# of Cases	% of Total
Participation Inquiries	40,802	54%
Distribution	16,669	22%
Maintenance	7,733	10%
Password Reset	4,154	5%
Balance	3,707	5%

Top Employer Trends	# of Cases	% of Total
Payroll Assistance	9,532	21%
Plan Facilitation Inquiries	9,138	20%
Payroll Submission	6,591	15%
Registration Inquiries	6,261	14%
General Portal Assistance	6,123	14%

Spanish & Translation Volumes (YTD 2021)	
Total Spanish Calls	52,511
Served by Call Center (92%)	48,321
Served using Translation (8%)	4,190
Spanish	3,597
Vietnamese	131
Mandarin	102
Cantonese	78
Korean	53
Other	229

Employer Onboarding Team



Onboarding Volumes	Q1	Q2	Q3	Q4 TD	Total
Outbound Calls	1,345	812	918	215	3,290
Inbound Calls	505	679	716	156	2,056
Outbound Emails	2,094	2,279	2,326	845	7,544
Inbound Emails	1,293	1,513	1,578	515	4,899

“The CalSavers Team has made it easy to be successful with the program. Everyone is very helpful and unbelievably patient with all of my questions!”

-Norcal Lastmile LLC

“Everyone was great, I’m very impressed by how easy you all have made this for me as an employer, thank you.”
-Cottage of Sweets LLC

2021 YTD Payrolls Submitted via Onboarding Team

Wave 1	362	8%
Wave 2	1,470	35%
Wave 3	2,460	57%
TOTAL	4,292	



A high-angle photograph of the Golden Gate Bridge, showing its iconic red-orange towers and suspension cables. The bridge spans across a deep blue bay, with a rocky cliffside in the foreground on the left. The sky is a clear, pale blue. A semi-transparent teal horizontal band is overlaid across the middle of the image, containing the text.

Marketing & Outreach

Campaign: “We’re Here to Help”

Guide employer movement through each step of their journey.



Create 30-day micro-campaigns that call for immediate action.

Offer two equally accessible paths:

1. Do-it-yourself
2. Guided support



Leverage webinars to control manner & timing of how & when employers interact with program.

- Convert webinar goal from “Education” to “Education/Take Action.”
- Ask employers to take action in real time rather than on their own time.



Re-energize Employer (Public) Website

- Target: first-time visitors/users.
- Improve presentation of information to better explain and guide the employer experience.



Notifications



Webinars

Campaign

“We’re Here to Help”

Offer two equally accessible paths:

1. **DIYer:** *“We have tools, tips, and other resources to guide you.”*
2. **I want support:** *“Join our guided support program and we’ll guide you through each step of the experience.”*

Structure & Operations

- Four 30-day registration windows between October & February (using December for evaluation).
- Divide outstanding Wave 3 employers into four groups (~50,000 each) to manage response and guided efforts.
- Send two postcards, four emails, and/or two letters.
- Use guided support path to drive early activation.

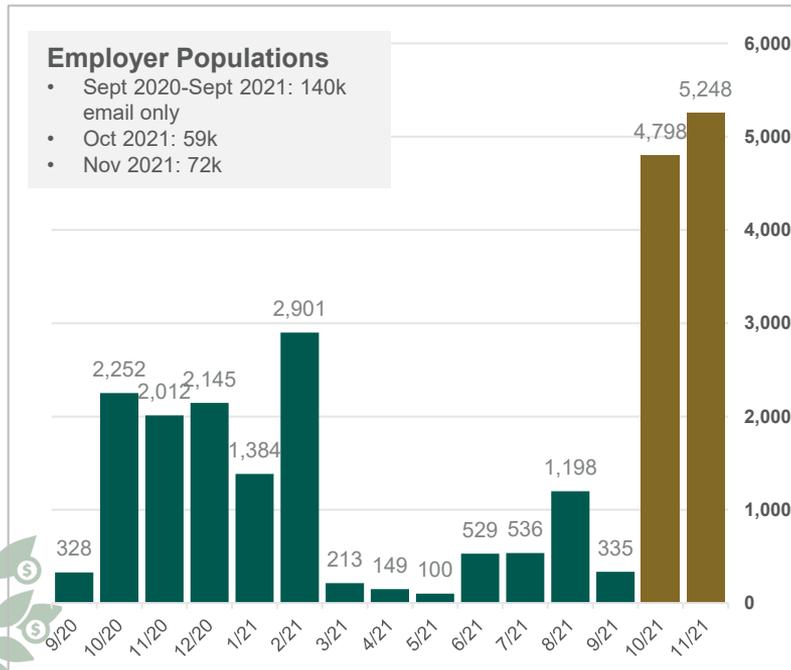
What is “guided support?”

- Meet with members of Client Services to learn about program requirements and timelines for facilitation steps.
- Step-by-step instructions for completing each step of facilitation.
- Performing actions for the first time in real time.
- Pre-registered for each webinar session after completing previous step. This will keep employers on the path to full regulatory compliance.

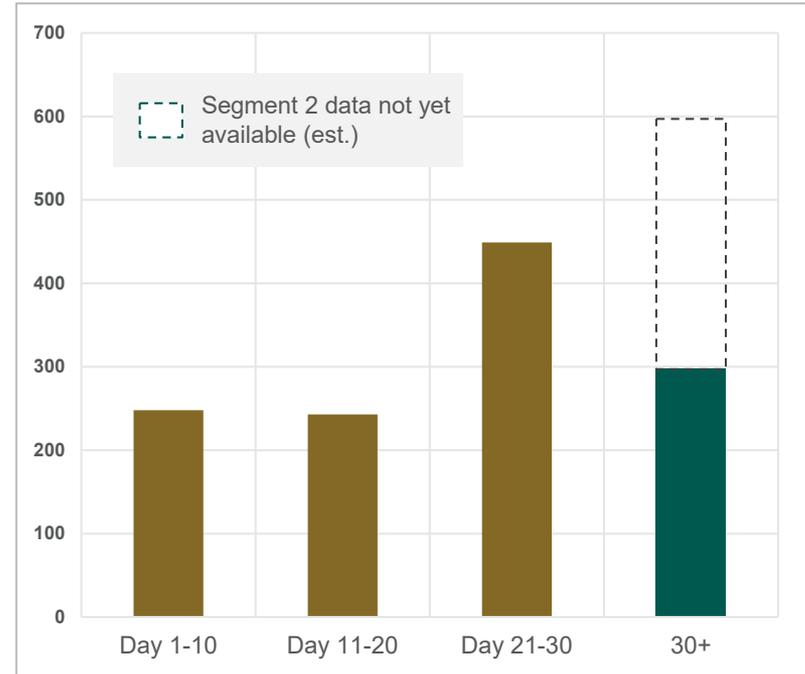


Wave 3 Campaign Conversions

Conversions (Registrations & Exemptions) per month*



Registrations during 30-day window (Oct-Nov 2021)



* Data from Ascensus daily registration/exemption activity reports.



Re-energize employer website

Welcome to CalSavers

The CalSavers Retirement Savings Program was created by state law to ensure all California workers can save for retirement through automatic payroll contributions facilitated from their workplace.



GET STARTED HERE

[I need to "reselect my goal"]

California state law requires California employers to participate in CalSavers if they do not sponsor a retirement plan and have 5 or more employees. Each activity must be completed by specific deadlines.

Designed with you in mind

Employers play an important role in helping workers save for retirement. While CalSavers was created to assist employees, it is designed to be as easy as possible for all employers.



Easy facilitation

Employers serve a limited role: facilitate the program by adding and maintaining their employee roster and submitting contributions via simple payroll deductions.



No employer fees

There are no employer fees and employers do not make contributions to employee accounts.



Ongoing support

You have access to detailed description of your role with tips, templates, and support so that you can focus on running your business.

Facilitating CalSavers

CalSavers is designed to be as easy as possible for employers, with no employer fees, no fiduciary responsibility, and minimal ongoing duties.

Let's get started.

This is your guide to getting started and facilitating the CalSavers program for your employees. At each step along the way, you have access to tips and resources to make it easier for you to meet your requirements.



STEP 1

Determine mandate status

Employers must register with CalSavers if they don't offer an employer-sponsored retirement plan and have five or more employees in California.

Employers who already offer a workplace retirement plan or have fewer than five California employees are exempt from facilitating CalSavers. There are other circumstances that may mean an employer does not need to facilitate. (For example, religious organizations, tribal entities, and government agencies are exempt.) Exempt employers are encouraged to report their exemption today.

REPORT YOUR EXEMPTION

STEP 2

Register

Complete your registration

To register, you will need your company's Federal Employer Identification (EIN) or Tax Identification Number (TIN) and your CalSavers access code. Your access code can be found in your welcome notification, or you can request one and have it emailed to you using the link below. The access code will be sent to the individual listed as the business owner with the California Employment Development Department (EDD).

REGISTER BUSINESS

REQUEST ACCESS CODE

Add support

Before you register, you may need to collect information and contact any colleagues or external partners who will assist with managing your account. For example, if you rely on an internal HR manager or payroll team or use an external payroll provider, now is a good time to speak with them and inform them of your intended participation. When you set up your account, you will have an opportunity to add contact information for your support partners.

We are constantly expanding our payroll integrations and how we engage with [small businesses](#).



Guided Support

Whether you are looking for additional information, need answers to specific questions or want assistance with managing your account, we're ready to help.

Get the support you need, when you need it.

We know running a business takes a significant amount of focus, time and energy. That's why we offer the Guided Support program. With Guided Support, you'll meet with a member of our Client Services team to learn about the program requirements and deadlines for completing your simple facilitation steps. During these virtual (webinar) sessions, we'll show you exactly what to do and help you complete actions in real time.



Stay on track for deadlines

The Guided Support Program was designed to keep you on the path to compliance with all state regulations.



Step-by-step instructions

You have access to detailed description of your role with tips, templates, and support.



Personalized support

Have questions? No problem, we're here to guide you through all required activities and answer all your questions.

Guided Support Specifics

There are four sessions that you can attend as part of the Guided Support program. You can sign up for a specific webinar topic at any time, but if you still want to learn more before registering, we suggest you sign up for [Introduction to CalSavers](#). After attending a session and completing the required activity, you'll be pre-registered for the next step. Before each session, our Client Services team will contact you with log-in information and instructions for items to prepare for that webinar. Be on the lookout for these emails.

Let's get started!

You'll start your journey by attending Introduction to CalSavers. We have plenty of dates to choose from.

Webpage performance

	Employer Landing Page		Facilitating CalSavers	
	2020	2021	2020	2021
Average Time on Page (mins.)	2:00	↑ 1:30	2:24	↑ 3:27
Bounce Rate	76.22%	↑ 46.58%	53.03%	↑ 48.60%
Exit Rate	70.35%	↑ 44.71%	55.17%	↑ 45.81%

KEY

Bounce Rate
The percentage of single-page sessions in which there was no interaction with the page. A bounced session has a duration of 0 seconds.

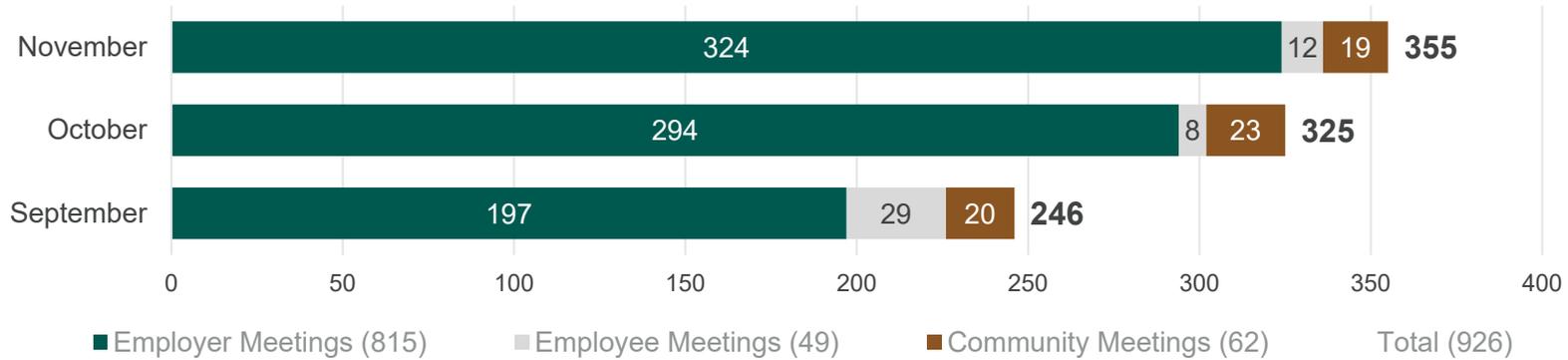
Exit Rate
(Number of exits) / (number of page views) for the page or set of pages. This indicates how often users exit the site from a page or set of pages when they are viewed.

- Reduced on-page time reflects better information presentation and comprehension.
- Significantly lower bounce rate and exit rate = better content engagement.
- Easier access to primary actions.
- More time on page.
- Slightly better page content engagement.
- More use of resource materials.



CalSavers Ascensus Field Team

Field Team Summary of Outreach Activities (September through November)



Employer and Community Engagement



Conducted **926** meetings in English, Spanish and Mandarin

Local outreach to **15,930** employers with **69%** having made onboarding progress in response to outreach

Compliance related outreach impacting **1,484** employers to re-engage

Documented **9,568** outreach focused activities to employers

Successfully converted **1,565** employers to contributing and **1,907** to add employee rosters since last board meeting

CalSavers Ascensus Field Team



Field Team Summary of Webinar Activities (September through November)

- **Added Weekly Employee webinar in English & Spanish**
- **2,082** individuals signed up for **67** webinars the field team conducted and co-hosted with CalSavers staff
- **Maintained 96%** of employers feeling the webinars were “Very or Somewhat” helpful
- **90%** of attendees have made onboarding progress
- **65%** of attending employers have begun contributions

Employer Experiences in their own words:



“Thank you - these are all questions my employees will have, **now I have the answers.**”

“I’m so happy I signed up for this program. It’s so well organized, easy to follow and all the support you have given me is wonderful.”

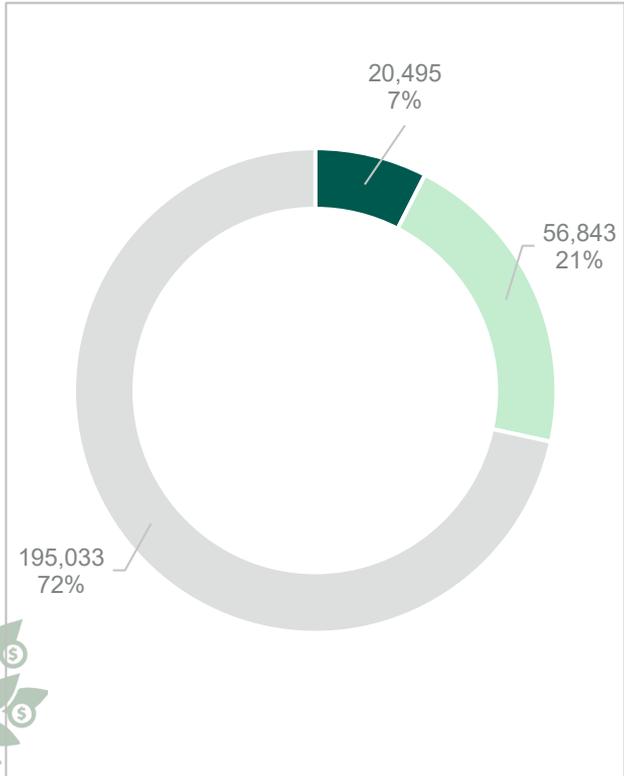
“This is a tremendous undertaking, thank you for the information, **great presentation!**”

A landscape photograph of a vineyard. The foreground shows rows of young grapevines supported by wooden stakes and blue netting. The middle ground is a dense green field, possibly a mature vineyard. The background features rolling hills covered in trees under a clear, bright sky. A semi-transparent green banner is overlaid across the middle of the image, containing the word "Appendixes" in white text.

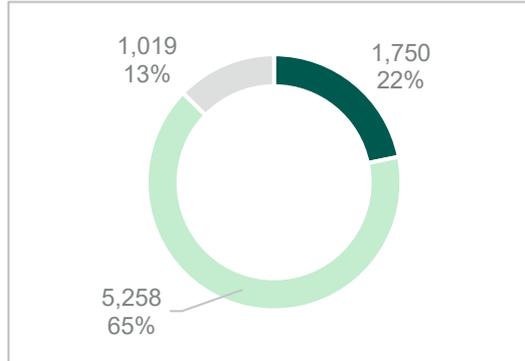
Appendixes

Wave Activity

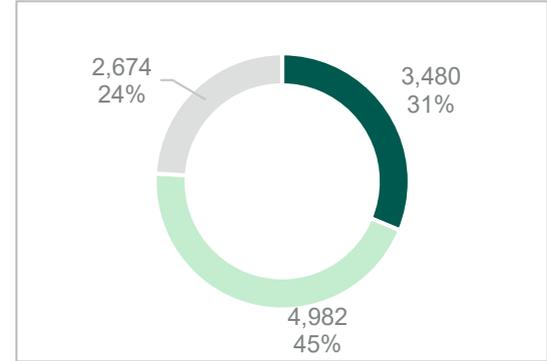
Total (All Waves)



Wave 1



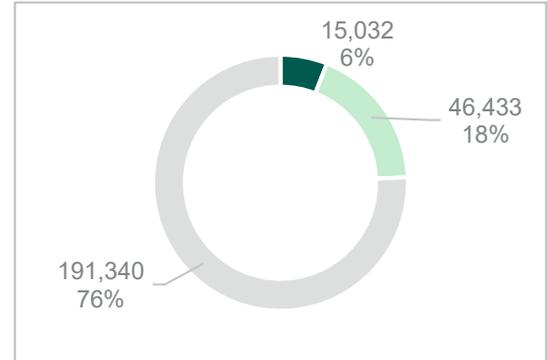
Wave 2



Key

-  Registration
-  Exemption
-  Remaining

Wave 3



* Data reflects employer registration activity through November 29, 2021



Wave 3 Communication Samples

Now is the Best Time to Register Your Company With CalSavers.



OFFICIAL NOTIFICATION FROM THE STATE OF CALIFORNIA



Get started today.
Start your registration at calsavers.com/access.

<<AO Full Name>>
<<Employer Name>>
<<ER MI Address Line1>>
<<ER MI Address Line2>>
<<ER MI City>>, <<ER MI StateLabel>>
<<ER MI Zip Code>>

CalSavers Employer Registration Is Open.

Over the next month, employers throughout California will meet their state requirement and begin participating in CalSavers, California's new retirement savings program. CalSavers was created to ensure all California workers can save for retirement with the ease of automatic payroll contributions via their workplace.

No Employer Fees.

No Employer Contributions.

Minimal Payroll Responsibilities.

As an employer of California employees, you are required to join CalSavers if you do not sponsor a retirement plan.* It only takes a few minutes to register and a few simple steps each pay period.

We're ready to help you get started.

Learn about program requirements and timelines as our support team walks you through each step of the facilitation process in real time. Join a webinar at calsavers.com/events



*This notice is not a solicitation. You are receiving this notice because your company is required by California state law to register for CalSavers by June 30, 2022. If it doesn't offer an employer-sponsored retirement plan and employs at least five California-based employees, at least one of whom is age eighteen. If you are exempt, let us know at calsavers.com@exempt. Learn more at calsavers.com.

Your Money. Your Future.

OFFICIAL NOTIFICATION FROM THE STATE OF CALIFORNIA FOR <<EMPLOYER NAME>>

STATE-REQUIRED EMPLOYER REGISTRATION IS NOW OPEN.

Employers throughout California are beginning to join CalSavers. Get ahead and register today.

CalSavers was created to ensure all California employees can save for retirement through automatic payroll contributions facilitated from their workplace. As an employer of California employees, you are required to join CalSavers. If you do not sponsor a retirement plan.*

Now is the best time to register.

Meet your required deadlines. Eligible to join our guided support program.

With CalSavers, there are no employer fees, no employer contributions, and minimal ongoing responsibilities.

There are two convenient paths to get started:

- I'm ready to register my company on my own. Start your registration through our employer website. You'll need this information:
 - Your company's Federal Employer Identification Number or Tax Identification Number (EIN/TIN)
 - CalSavers Access Code: A1B2C3
- I need guided support? Join by October 31, 2021.

Begin company registration

Your Money. Your Future.

OFFICIAL NOTIFICATION FROM THE STATE OF CALIFORNIA FOR <<EMPLOYER NAME>>

10 DAYS REMAINING TO JOIN OUR GUIDED SUPPORT PROGRAM

Did you know? Over 200,000 employers will be notified to register with CalSavers. Beat the rush and take action today!

meet your state mandate and join CalSavers, California's new retirement savings program.

Over 200,000 employers to contact CalSavers before the deadline. Get started today before the rush. With CalSavers, there are no employer contributions, and minimal ongoing responsibilities.

For your registration, you'll need this information:

- Your company's Federal Employer Identification Number or Tax Identification Number (EIN/TIN)
- CalSavers Access Code: A1B2C3

Begin CalSavers Registration

Is your company exempt? [Let us know.](#)

Join our guided support program by October 31, 2021. Get started today before the program and deadlines. Our client support team will walk you through each step of the facilitation process in real-time. To guarantee your spot, you must sign up by October 31 to guarantee your spot.

We're ready to welcome you to CalSavers!

"I'm a do-it-yourselfer."	"I'll need some help."	"I want to help my employees, but I'm not ready yet."	"I'm reluctant to do this."
Ready to get started? It only takes a few minutes to register. We have tools, tips, and templates to help you complete your activities.	We offer a guided support path for employers. Because seats are limited, you must register by October 31 to guarantee your spot.	Not sure the time is right? Sign up for our introduction to CalSavers webinar and then, when you are ready to join, register your company and start facilitating.	We understand you may be hesitant. But sign up now requires that you complete the CalSavers. There are no fees for employers, and it works! We're here to help.
I'm ready to start now!	I need support.	Reserve my spot.	Let others explain why it works.

You'll need this information to register for CalSavers:

- Your company's Federal Employer Identification Number or Tax Identification Number (EIN/TIN)
- CalSavers Access Code: A1B2C3