

“The best thirty minutes of my year”

Activating Customer Closeness
in a low engagement category

8th May 2024



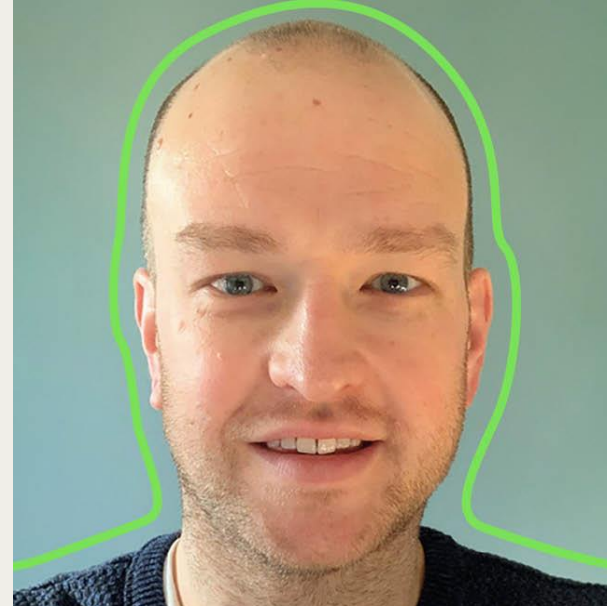
Customer Closeness as a commercial priority...



Hello!



Ric
Tizard



Paul
Child

A bit about Nest...



- Set up in 2012 by UK Government
- Workplace pensions provider
- To help every employer in the UK provide a good workplace pension for their employees

~40%

Employees in private sector had pensions in 2012

2012

Auto-enrolment was introduced

86%

Employees in private sector in 2021

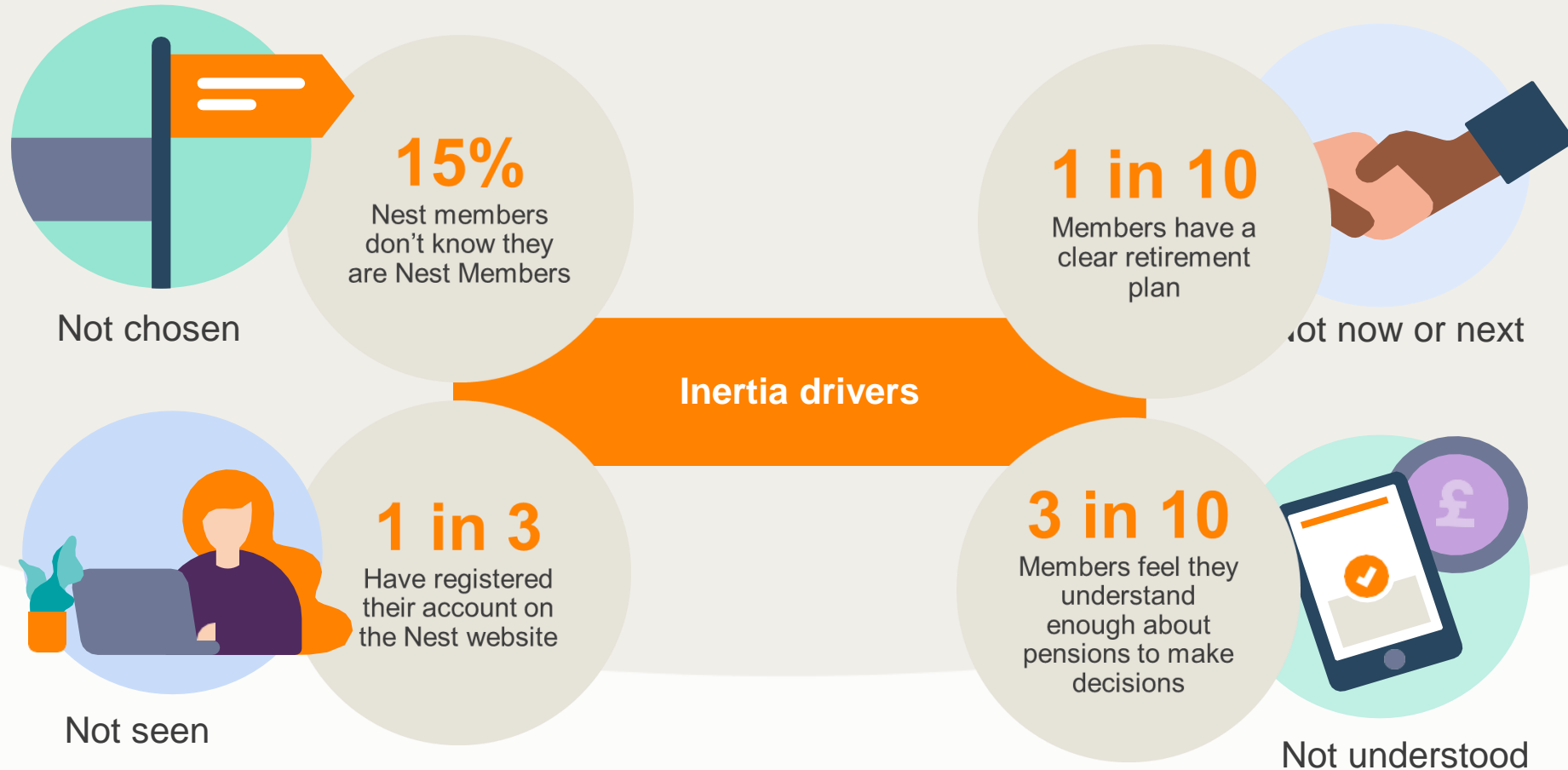
37%

Employed population in UK have Nest pension

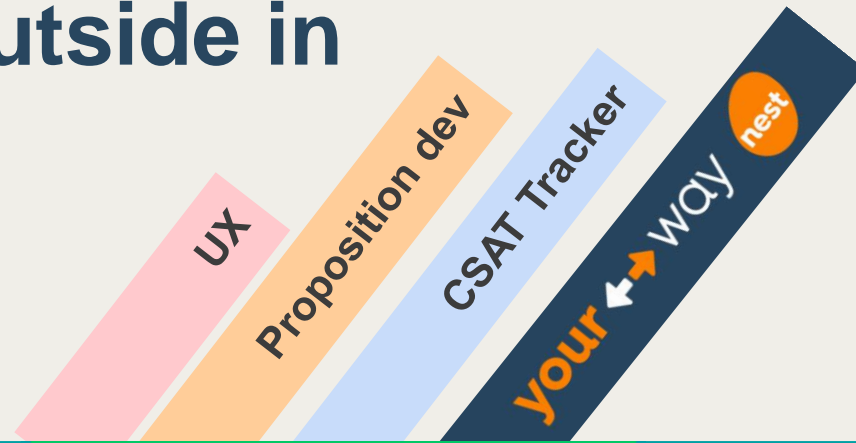
12.5m

Nest Members

An inert audience from the outset



From inside-out to outside in



Inside-out

- Focus on business requirements / processes
- Product orientated
- Provision

Outside-in

- Focus on member needs
- End-user orientated
- Journeys
- Service

How we've done it: member-centricity at every touchpoint



Language of pensions

Language of people

Your Way Risk & Loss

Join the Dots | Insites Consulting
Your Way community project

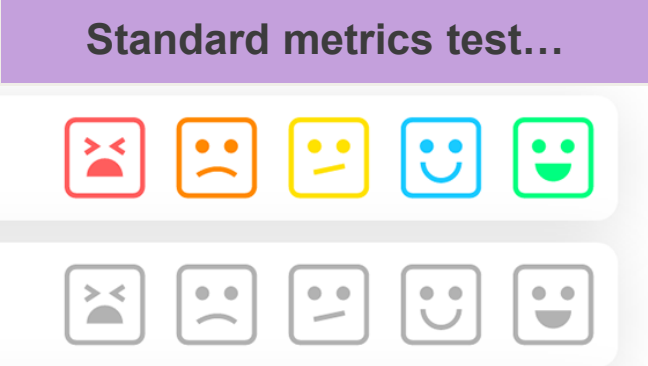
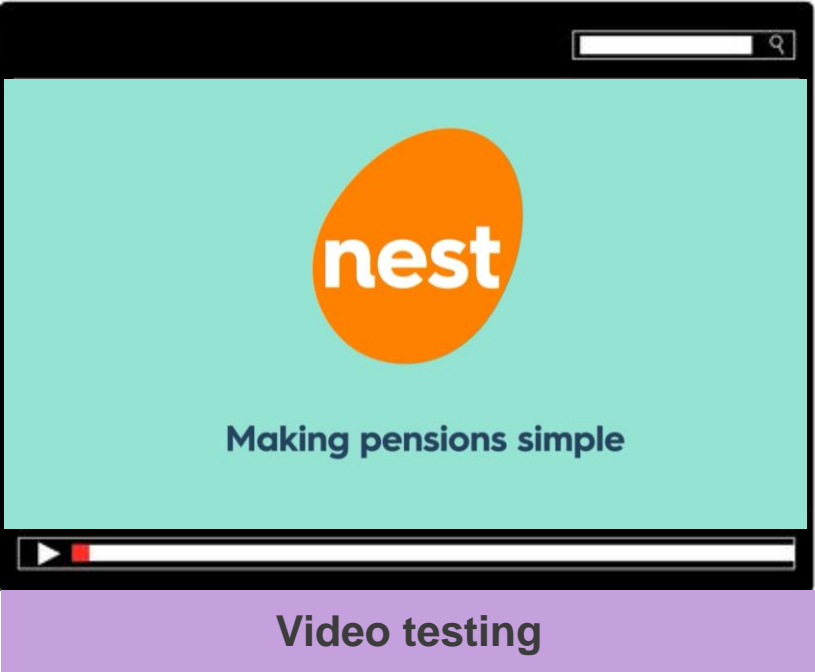
May 2021

nestpensions.org.uk

The languages of Risk



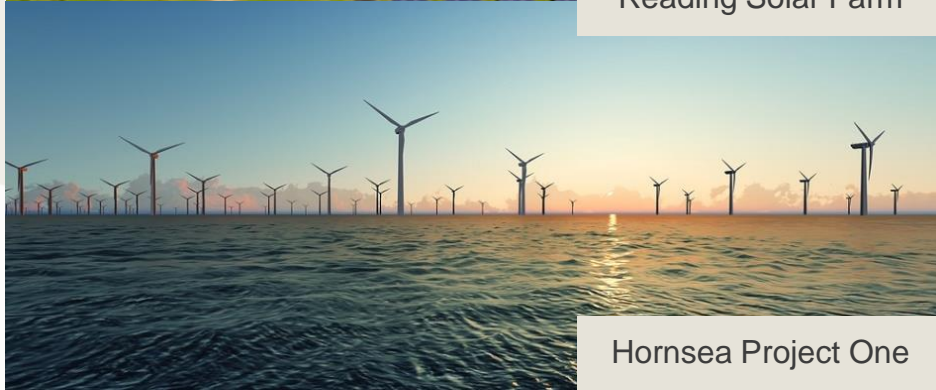
How we've done it: creative research design formats



How we've done it: brought customers genuinely closer



Reading Solar Farm



Hornsea Project One

Member visits to Nest investment sites



Directly connect: Board Members x Members

How you can do it: maximise your online community's potential

Community as a platform

“You can't get real depth”

“Great for a quick sense check”

“I want to capture real life”

“People will say anything”

Community as a hub

Reveal long-term deeper truths

Gateway to multiple methodologies

Cost effective ROI

Top tips takeaways



Embrace a member / customer mindset from the outset



Become an internal advocate for what matters



Be brave enough to experiment



See communities as a hub gateway to your customers

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