



Mutual of America Financial GroupSM

Retirement Services • Investments

Research Really Works

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Context

- Company view

- Mail (400,000 statements 4x /year)
- Answer lots of phone calls
- Manage customer frustration
- Confidential data risk
- Cost



- Plan Participant view

- Physical mail
- Account balance 4x /year
- Call in for investment details
- Confidential data risk
- Cost (\$2 / month)



- **Solution - Promote electronic documents to online account users**

Where We Started

Protect your account information. And the environment, too.

Sign up for eDocuments! It's fast and easy!

Have your Mutual of America quarterly statements, tax forms, prospectuses and other account information delivered online, safely and securely. No more paper to file, no envelopes to toss. And if you ever need paper copies, you'll be able to view and print your documents from almost anywhere.

- **Save money**—your monthly participant charge will be waived.*
- **No waiting**—you can see your quarterly statement as soon as it's available.
- **No worrying**—your account information can't be stolen, copied or lost in the mail.
- **24/7 access**—to your important account documents.
- **Green and clean**—eDocuments eliminates paper and reduces clutter.

[Sign Up for eDocuments](#) [Proceed to Account Summary](#)

*The monthly participant charge is the lesser of \$2.00 or 1/12 of 1% of your account balance for the month if your account balance is less than \$2,400. Your monthly participant charge may also be waived if you are a participant in a retirement plan meeting certain criteria established by Mutual of America.

Annotations: Purple circles highlight the main headline, the sub-headline, the benefits list, and a green leaf image. Purple boxes labeled 'Image', 'Messages', and 'Details' are connected to the leaf image, the benefits list, and the 'Sign Up for eDocuments' button respectively.

??? What messages should we show?

??? How many messages should we show?

??? What details support those messages?

??? Should we include an image?

Image

Messages

Details

Key Messages

- Instant Access, Access Documents Securely and Get Notifications were the top messages
- Top selections were consistent among small and large company plan participants and among those who already get eDocuments and those who don't
- Non-profit plan participants preferred the Protect the Environment message in the 3rd position

Message Details

- Instant Access message drivers – “on demand,” “instant,” and “24/7”
- Access Securely message drivers – “safely,” “electronically,” and “securely”
- Get Notifications message drivers – “ready - any time, anywhere” and “timely email notification”

Design

- The simplest design won because of the clean, simple appearance (3 highlights, no picture)
- Clarity and inclusion of the winning message (Instant Access) drove preference
- Inclusion of an image appealed to many but also created a distraction from the key messages and call to action.

Instant Access 24/7 Is the Most Popular Message

Below is a list of reasons to sign up for eDocuments, please drag the 3 most important reasons you have signed up / might sign up into the box and rank them:



Respondents Like Instant Access 24/7 And On Demand

Please click on words or groups of words that you "Like" or "Dislike" from the text below.

Like

Instant access to your statements 24/7

View your most recent documents on-demand when you want. See your retirement account information all in one place. Instantly see and download documents when they become available.

Dislike

Instant access to your statements 24/7

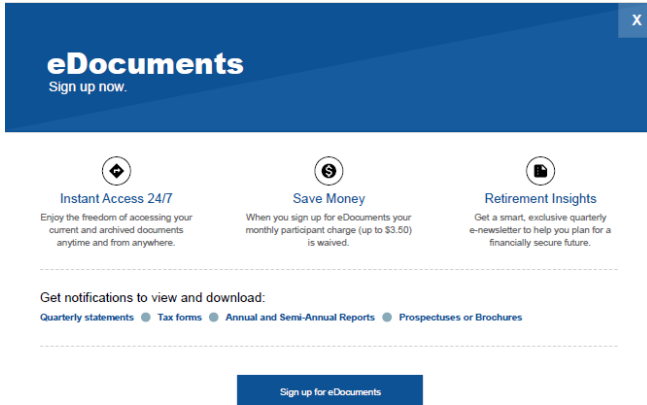
View your most recent documents on-demand when you want. See your retirement account information all in one place. Instantly see and download documents when they become available.

Note:

Because this was a top-selected message, very few people tagged words as "Dislike." Color saturation is comparative within the "Like" and "Dislike" sets but NOT across them (e.g. "on-demand" received 73 "Like" tags and "become available" received 6 "Dislike" tags).

All Three Designs Were Liked But One Stands Out

Best (85 votes)

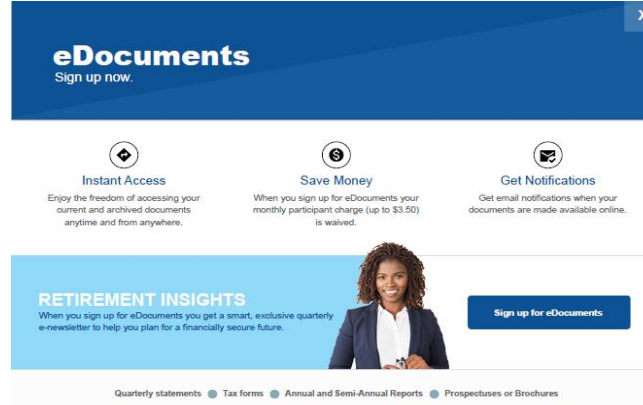


I like the idea of instant access any time of the day or night

It is direct and concise, detailing what exactly I can do.

layout with three icons/categories is easier to read & i see key info w/ less content displayed. i like the lady ad too, but didn't like what the banner said.

Good (61 votes)

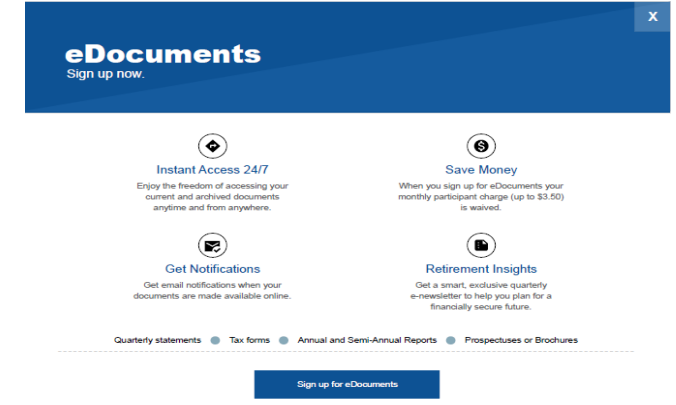


The three columns are organized methodically, and the image of the woman gives it a nice personal touch.

I just like the look of it better and it encouraged me to read the whole advertisement, not just glance at it.

This is more appealing to me because I think seeing the woman on the screen makes me feel this is more relatable and I can find a trustworthy service to go through.

Good (60 votes)



less clutter than the others

looks symmetrical. Contains all the necessary info and easy to figure out which is what.

Can see everything in one small area. Like the square shape-easier to read

Our Final Version

eDocuments

Sign up now.



Instant access to your statements 24/7

View your most recent documents
on-demand when you want.
See your retirement account information
all in one place.



Access your documents securely

Safely view your documents
electronically. Only you can access
your documents online.



Email notifications when info is available

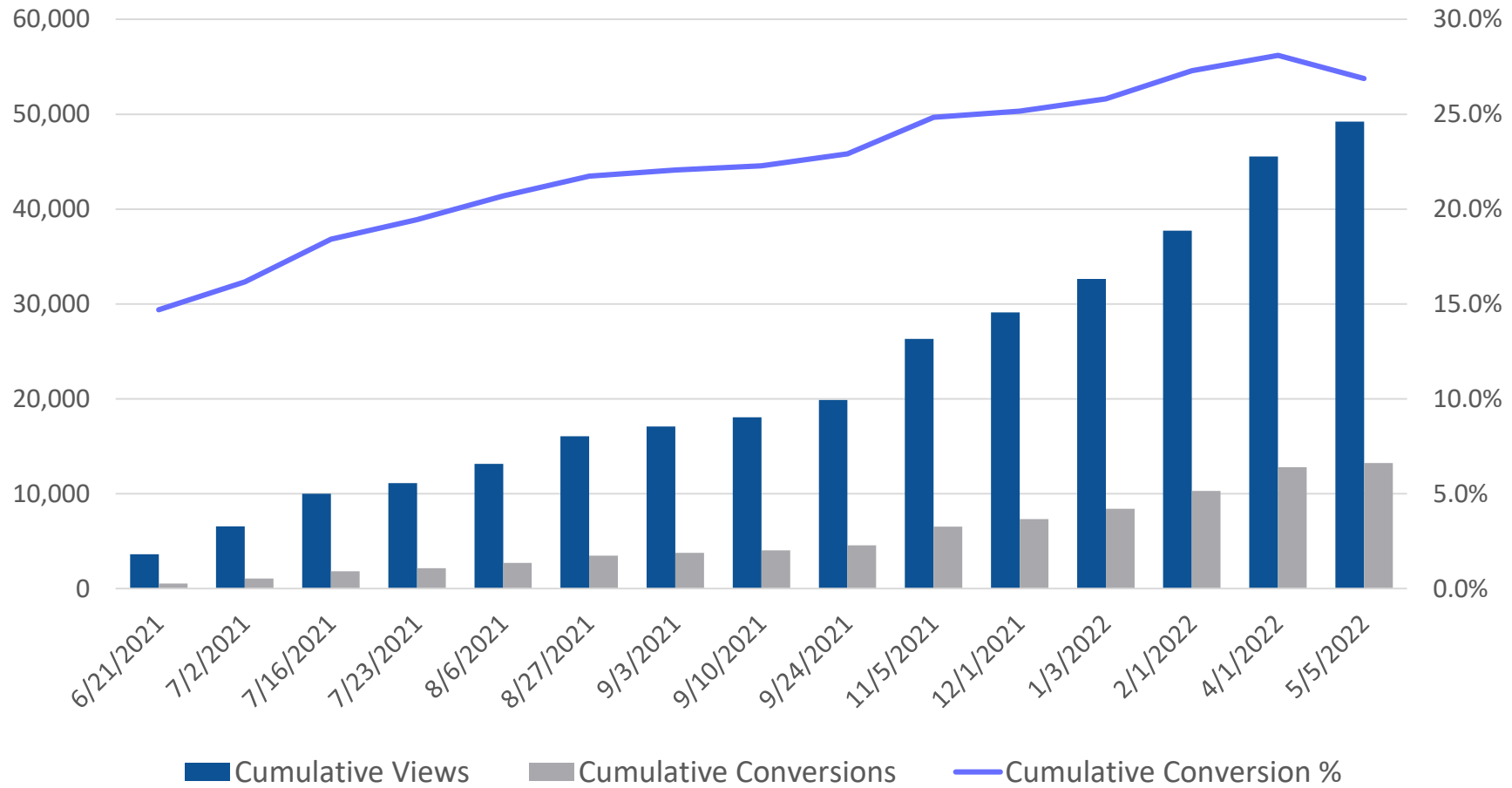
View documents as soon as they're
ready – anytime, anywhere. No more
waiting for your statements to be
delivered by mail.

[Proceed to My Account](#)

[Sign up for eDocuments](#)

- ✓ Simple design
- ✓ Winning messages
- ✓ Influential supporting details
- ✓ Clear call to action

Performance Trend



Analyze and Iterate

1st Adjustment

Researcher: nobody signed up after seeing our pop-up more than 5 times, I recommend we stop showing it after someone has seen it 5 times.

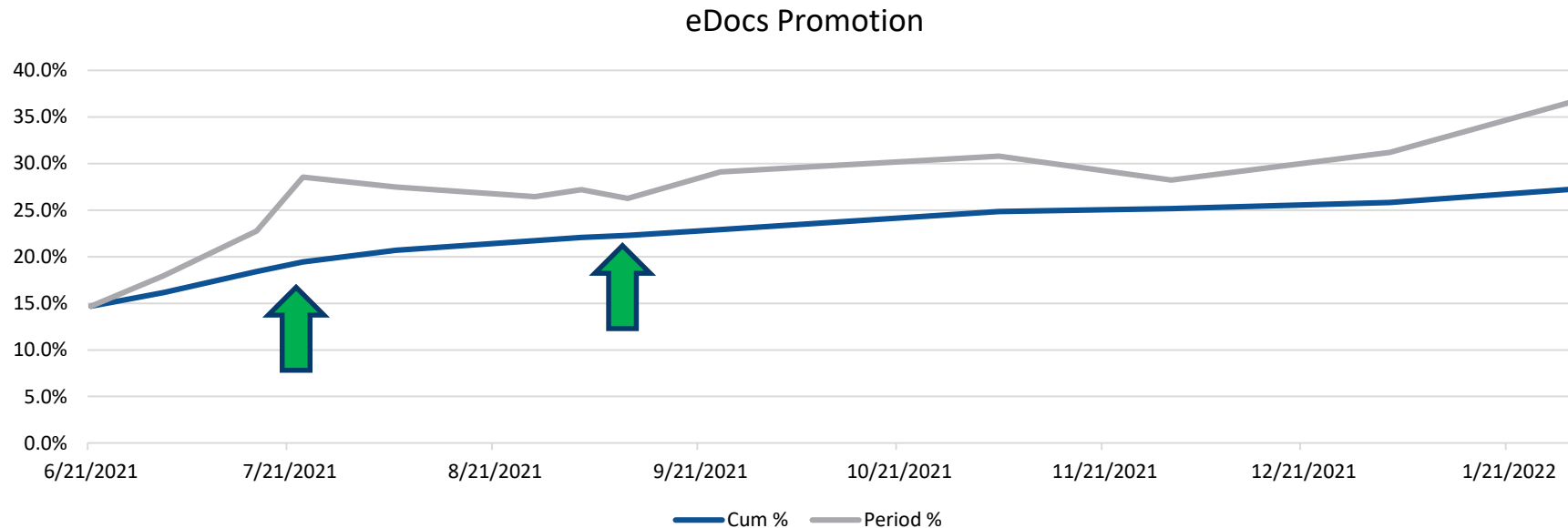
IT Department: To stop at 5 times would require a code change.

Researcher: We're doing 5 times on followed by 3 times off. Let's reverse the pattern, maybe they'll reconsider after we give them a break.

2nd Adjustment

Researcher: Our 5/3 switch to 3/5 made us more efficient per exposure. Setting a maximum # of exposures would help us keep conversion up while minimizing annoyance.

IT Department: Adding a max exposure count is a simple change.



Wrap-up

What we accomplished:

- ~15,000 conversions
- Demonstrated a valuable, repeatable process to get real results
- Improved our insights culture

What you can do:

- Keep it simple
- Be transparent, be flexible and LISTEN
- Be the believer you want others to be

Questions

