

RETIREMENT PLANScape™: 2010

Measuring Brand Loyalty in the Retirement Plan Sponsor Marketplace

The newest addition to Cogent's Perspective Series, *The Retirement Planscape™* examines the current state of the retirement plan landscape from the unique perspective of plan sponsors. It offers a comprehensive assessment of the plan provider selection process; attitudes and loyalty toward providers, asset managers, advisors, consultants, and TPAs; and current plan sponsor concerns and unmet needs.

Areas of Inquiry

Who's Evaluated by Plan Sponsors?

401(k) Plan Providers

403(b) Plan Providers

Retirement Plan Advisors

Retirement Plan Consultants and TPAs

DC / DCIO Asset Managers

- **Plan Sponsor Mindset** – What are plan sponsors' greatest concerns today? How are they modifying their plan designs in the wake of last year's market crisis? What are they doing to maximize participation?
- **The Role of Intermediaries** – How much influence do advisors, consultants, and TPAs hold over plan design/selection? How are intermediaries performing on core experience attributes?
- **Investment Options** – What changes at the product and brand level are sponsors making to their lineup of investment options? How are concerns over fees, transparency, and guaranteed returns impacting product and brand selection?
- **Plan Provider Brand Equity and Loyalty** – Which plan provider brands dominate the retirement plan landscape and which are at risk? How satisfied and loyal are plan sponsors? What is driving specific brands' strengths – or weaknesses?

RIGOR = ACCURACY

Relying on more than a decade of custom research experience, Cogent brings a level of rigor to the world of syndicated research that is unrivaled. It's difficult and unglamorous, but essential to delivering insights you can bank on.

Methodology

Retirement Planscape™ data is collected via a web-based survey among a representative cross-section of **2,500** retirement plan sponsors.

Data is collected from February to March over a three-week period.

The sample is stratified to allow for subgroup analysis by level of plan assets, number of plan participants, employer industry, geography, and more. In particular, 401(k) plans are segmented by assets as follows:

- Micro 401(k) plans (less than \$5M in assets)
- Small 401(k) plans (\$5M to less than \$20M)
- Medium 401(k) plans (\$20M to less than \$100M)
- Large 401(k) plans (\$100M or more, with a usable sample of \$500M+)

Sample design is developed by analyzing U.S. retirement plan data from plan sponsor Form 5500 filings. Strict quotas are set and any/all necessary back-end statistical weighting is applied.

Value. Clients can use this comprehensive report to drive overall brand strategy, as well as specific initiatives around plan design offerings, plan sponsor services, investment options, participant education, and marketing communications. The report allows subscribers to:

- Enhance segmentation strategy and targeting efforts
- Identify best opportunities to enhance market share
- Improve marketing and communications
- Strengthen competitive positioning by discovering which competitors are significant threats, and which are weak
- Enhance existing plan sponsor relationships
- Spark corporate action

INSIDE THE REPORT

Plan Sponsors

- Plan profile
- Trends in plan design
- Top concerns and unmet needs

Intermediary Relationships

- Usage and influence of advisors, consultants and TPAs
- Satisfaction with intermediaries
- Likelihood to switch intermediaries

DC / DCIO Providers

- Usage of asset managers
- Likelihood to add or replace asset managers
- Reasons for adding/dropping asset managers
- Interest in non-traditional DC investment options (including CITs, ETFs, VAs, and others)

Retirement Plan Provider Relationships

- Unaided consideration of plan provider
- Aided awareness of plan provider
- Recent indirect/direct communication with plan provider
- Brand equity – overall impression and brand imagery
- Plan sponsor experience with provider in over 25 product and service attributes
- Market share
- Plan provider selection process
- Plan sponsor loyalty and likelihood to switch providers
- Reasons for switching providers
- Competitive threats and opportunities

Over
100
pages!

**Compelling charts
& tables**

**Rich, insightful
commentary &
analysis**

**Data cuts by
multiple
segments**

**Competitive
threats &
opportunities**

DELIVERABLES & TIMING

Deliverables:

- **Strategic Report:** In-depth analysis of survey questions, detailed findings & strategic recommendations.
- **On-site Strategy Session & Presentation Deck:** Customized presentation designed to deliver actionable results and facilitate strategic planning.

Timing:

Survey fielded: February to March 2010

Analysis and development: March to April 2010

Report delivery: April 2010

On-site strategy sessions and presentation decks:
Being scheduled now for May 2010

Research Investment: \$25,000 USD

**For more
information contact:**

info@cogentresearch.com
617-715-7641

Custom Research

Our custom research produces "actionable insights" that inspire decisions and drive behavior. Solutions include customer loyalty, brand assessment and tracking, product development, and customer acquisition and retention modeling.



Syndicated Research

The most up-to-date, comprehensive understanding of emerging issues and trends lets us continuously generate insight and action strategies for clients. Products and services include research briefs, syndicated reports, and sponsored papers.

Evidence-based Consulting

Our own proprietary data assets combined with client supplied information and primary research to produce powerful insights and recommendations toward product, trend, and client experience. The result is significantly improved bottom-line performance.

