Perspective Series

SYNDICATED RESEARCH

RETIREMENT PLANSCAPE™: 2011

Measuring Brand Loyalty in the Retirement Plan Sponsor Marketplace

This study examines the current state of the retirement plan landscape from the unique perspective of plan sponsors. Representing more than 1,500 plan sponsors, the study includes a comprehensive assessment of the plan selection process (including benefit priorities and decision drivers); attitudes and loyalty toward providers, advisors, consultants, and TPAs; and current unmet needs. Core metrics to be explored include the enrollment process, customer service, pricing, participant education, and investment options. Profiling is conducted at the plan-size level (small, medium, large) and by product type and plan structure. Sample reflects the geographic distribution of employers nationally.

Includes an exclusive commentary by Dallas Salisbury, President and CEO of Employee Benefit Research Institute

Areas of Inquiry

- ***Plan Sponsor Mindset*** *– What are plan sponsors' greatest concerns today? How are they modifying their plan designs in the wake of the recent 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*** *–* ***Enhanced in 2011*** *- What changes at the product and brand level are sponsors making to their lineup of investment options? What brands and fund families are top of mind to sponsors? What perception and experience attributes drive brand impressions and consideration? How do key brands perform on core performance attributes?*

- ***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?*

Who's Evaluated by Plan Sponsors?

401(k) Plan Providers

403(b) Plan Providers

Retirement Plan Advisors, Consultants and TPAs

DC / DCIO Asset Managers

Methodology

Retirement Planscape™ data is collected via a web-based survey among a representative cross-section of **1,500** retirement plan sponsors.

Data is collected in 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

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COGENT RESEARCH

INSIDE THE REPORT

Plan Sponsors
- Plan profile
- 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 – *Enhanced in 2011!*
- Consideration, impression, usage of and loyalty to asset managers
- Plan sponsor experiences with and perceptions of DC/DCIO providers on critical product and service attributes
- Likelihood to add or replace asset managers
- Key considerations and reasons for adding/dropping asset managers

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: March 2011

Analysis and development: April 2011

Report delivery: May 2011

On-site strategy sessions and presentation decks:
Being scheduled now for June 2011

For more information contact:

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Research Investment: $30,000 USD

Companion 403(b) report available for an additional $10,000/July 2011

Ask us about the companion online reportal for unlimited custom data cuts (priced at $10,000)