

The Equal Experts Super Accelerator

# Accelerating superannuation's digital transformation.

Superannuation plays a vital role in the lives of working Australians, but engagement with funds has traditionally been low.



68%

Of Australians have a
superannuation func

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say technology is important when choosing a financial product



check their account less than once every three months

<u>국</u>〉 **18%** 

would consider switching if the tech didn't meet their needs

× 10%

never check their account at all

**⊘ 30%** 

Reduction in super fund membership churn by investing in digital engagement

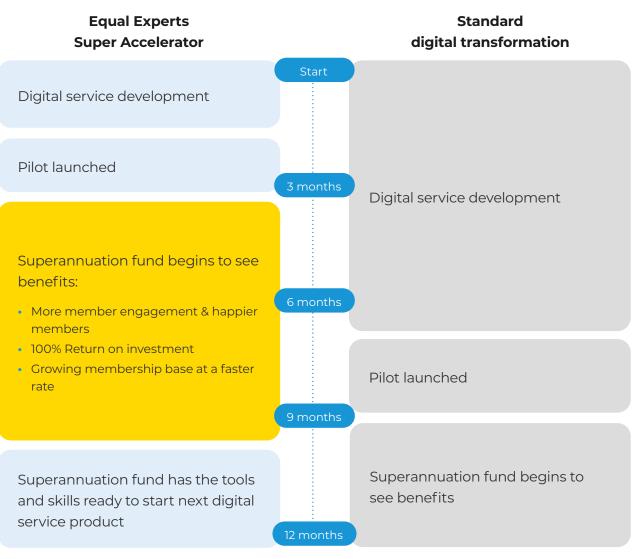
Technology is one of the biggest enablers to help superannuation funds improve member engagement and empower members to proactively prepare for retirement.

## The Equal Experts Super Accelerator

Empowers super funds to harness the advantages of event-driven architecture and cloud technology with a comprehensive package of predefined, ready-to-use modules.

Super funds can rapidly build, deploy and run event-driven services in just 12 weeks, instead of six months.







### Benefits

#### **Immediate progress** Foundations ready to start building from day one.

#### Cost-efficiency

Reduce your set-up costs with ready-to-go packages.

# $\checkmark$

Swift deployment and integration Deploy new digital services and integrate them easily and efficiently.

#### Ready for scale Full control of platform foundations ready to grow with you.

Monitor and maintain services Maintain service availability, performance, and health with comprehensive monitoring.

**Uplift internal capabilities** Teams gain knowledge and skills to continue adding new digital services.



#### Impacts

Without digital investment

With a \$300,000 super accelerator investment

By increasing member engagement and reducing membership churn, most medium to large super funds would see a 9% reduction in their customer acquisition costs, with a complete return on a \$300,000 digital investment within six months. **\$23,818,849** Average marketing & promotion spend

171,772 Average membership growth

**\$146** Customer acquisition cost 2 months Average ROI

187,568 Average membership growth

**\$133** Customer acquisition cost

Accelerate and de-risk your digital transformation by partnering with proven experts with the experience and expertise to **deliver new digital services in just 12 weeks**. Build the foundations for exceptional member experiences, enhance engagement and provide lifelong value for super fund members.

#### **References:**

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