



IMPLEMENTATION IMPACT

2019

“You never change things by fighting against the existing reality. To change something, build a new model that makes the old model obsolete.”

Buckminster Fuller

EACH
enterprise

IMPLEMENTATION IMPACT

A NEW MODEL

Many things plague the ability to collectively deliver on the commitment of a successful implementation.

- Clear understanding of roles and responsibilities
- Delay in receiving finalized investment menu
- Misunderstanding of the link between payroll and services purchased
- The link between quality data and the impact on participant level activity including loans, hardship withdrawals, etc
- Certain services are not commoditized; e.g. auto-enrollment and auto-escalate are not standardized and the application of the program varies by provider

It's also true that many conversions go according to plan and that sponsors and providers alike are satisfied with the experience.

What are the key differentiators between a successful and failed implementation?

How do we quantify and qualify success?

And how can we let the industry know that we have perhaps cracked the code and know what it takes to:

- Disrupt business as usual
- Reduce client defections
- Communicate service provider transition best practices that lead to successful transitions
- Quantify the true cost and labor burden of changing service providers
- Model the financial impact of service provider transitions on plan fees
- Communicate the financial impact of service provider changes to plan sponsors and the general public
- Identify the best practices and pain points that contribute or detract from efficient, effective and cost-effective transitions

THE IMPACT

- Increased Profits
- Reduction in the number of client defections (-10% to -20%) Increased client retention (+0.5% to +1 %)
- Less pointless search activity

VALUE

- Increased client recognition of VALUE
- Higher adoption of enhanced service features
- Fewer cases of buyer's remorse

THE EXECUTION

- Leveraging press releases, presentations, white papers, PR, social media, sales and retention presentations and outreach,
- EACH can support your firm's efforts to spread the word and share the Impact of this initiative.

COST

Small companies

(less than \$10 billion AUA)

\$22,500

Mid-sized companies

(\$10 billion AUA to \$500 billion AUA)

\$37,500

Large companies

(more than \$500 billion AUA)

\$52,500

- Discount of \$2000 for each success story nominated (maximum of 3 nominations)
- Discount of \$5000 for each nominee selected for a success story
- Split costs between 2019 and 2018 budgets
- Split cost between departments (e.g. Client Relationship Management and Conversion/Implementation)

HAVE AN IMPACT!

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