

Member Self-service Take-Up Communication Plan – 2021/22

Action	Method of Communication	Audience	Frequency	Completed ✓
Promote MSS in all letters sent to scheme members	Letter	Active/Deferred members	Daily	✓
Provide details of MSS in welcome letters	Letter	New members	Weekly	✓
Promote MSS via Pension website	Online	Active/Deferred members	N/A	✓
Promote via mailbox automated response	Email	Active/Deferred members	Daily	✓
Promote on all emails issued to members	Email	Active/Deferred members	Daily	✓
Promote via employers forum	Face to Face	Active members	Quarterly	
Promote to employers as part of new website launch	Email	Active members	Single event	
Promote via staff intranet as part of new website launch	Staff Intranet	Active members	Single event	
Promote MSS via staff intranet when ABS issued.	Staff Intranet	Active members	Annual	
Promote MSS via scheme employers when ABS issued.	Email	Active members	Annual	
Write to targeted group of deferred scheme members	Letter	Deferred members	Annual	