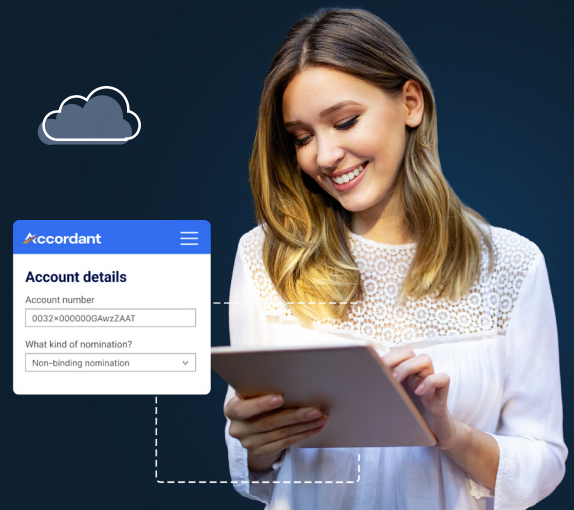


Transform Digital Member Engagement for Superannuation



Superannuation Funds Face More Competition Than Ever

Superannuation funds face growing pressure to improve member services and experience. ASIC's recent focus on member communication and service delivery, combined with easier fund switching and ongoing fund mergers, means clear, efficient member communication is now critical to fund success. SmartIQ™ from Smart Communications modernises and automates rebranding and back-office processes for super funds, enabling them to focus on what matters most: delivering exceptional performance and member outcomes.

Boost Member Acquisition And Retention With Seamless Information Capture

Applications, onboarding, and information capture are critical digital touchpoints with your members. A failure in these areas can significantly impact your member acquisition and retention rates. Additionally, reducing barriers and enhancing convenience for members when setting up accounts, processing claims, complaint management and beneficiary management is crucial to ensure an optimal customer experience.

Mobile-Friendly, Adaptive, and Accessible Journeys for Every Member

- ✓ Rapidly digitalise PDF, spreadsheet, Word, and HTML forms with low-code design tool
- ✓ Automate back-office processes and manage approvals with experience-driven workflow
- ✓ Minimise effort for end users with personalised, adaptive interactions
- ✓ Deliver seamless transition between desktop and mobile devices at any point
- ✓ Improve data quality and streamline data management using system integrations and validations
- ✓ Create secure, accessible experiences that reduce risk and ensure compliance
- ✓ Speed up transactions and customer response time with multiple e-signature options
- ✓ Deliver personalised documents and complex document packages on demand in real time



Provide Modern Member Experience

Are you taking steps to simplify and create a seamless experience for both new and existing members in account setup, claims processing, and beneficiary management? Traditionally, the entry point to an organisation has been a form. But what if the form of the future isn't a form at all? With SmartIQ™, we transform the traditional form into an intuitive guided journey that asks intelligent questions based on known data and new responses. With functionality that includes:

- Providing relevant interactions on any device.
- Allowing members to pause the process at any time and resume where they left off.
- Connecting forms to core systems to trigger automated processes and approvals, enabling stakeholders and observers to check status, receive notifications, and more.

The SmartIQ™ platform is a multi-tenanted, true SaaS solution, easy to deploy and offers a holistic solution that has been successfully implemented by industry leaders

Communication is Critical

Members expect accurate updates, reassurance that their information is secure, and confirmation that requests are handled efficiently. However, many funds face challenges such as poor member services, limited data on individual circumstances, and gaps in tailored communication. SmartIQ forms and SmartCOMM™ communications address these issues by enabling fast, accurate, and personalised communications across multiple channels.

These tools support improved member data collection, streamlined administration systems, and enhanced multi-channel engagement. Outputs can be tailored to meet specific business needs, with formats like Microsoft Word, Excel, PDF, SMS, email, and PowerPoint. They also facilitate compliance with regulatory requirements, including transparent member communications, timely benefit processing, and retirement income covenant standards, which enables funds to elevate their customer service culture and meet the evolving expectations of their members.

Make every member interaction frictionless



Enrollment

Change contact details

Accept Product Disclosures & compliance documents

Nominate a beneficiary

TFN Collection or ID verification

Transfer Forms

Contribution forms

Investment allocations

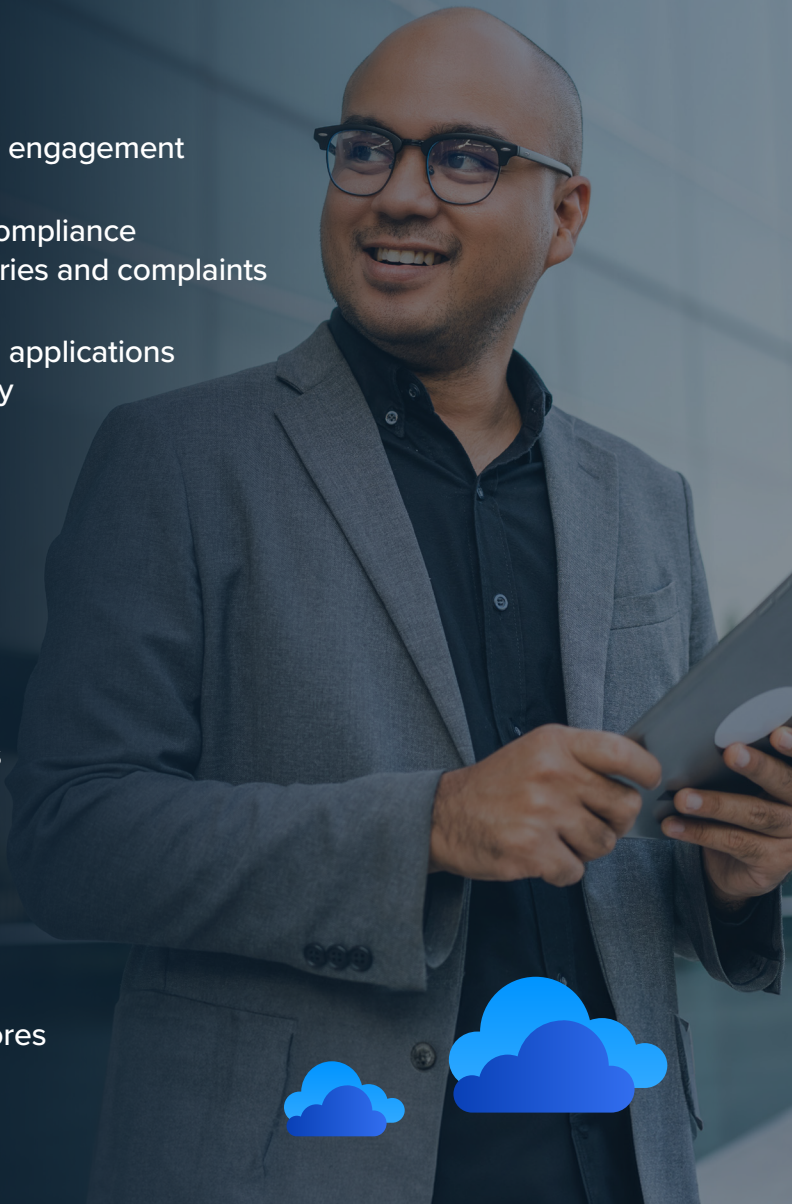
Insurance coverage updates

Withdrawals

Claim Tax Deductions

Key Financial Benefits

- ✓ Onboard new members and improve member engagement
- ✓ Improve member experiences and ensuring compliance (RG271) by responding faster to member inquiries and complaints
- ✓ Reduce development time to build new digital applications by more than 75% — and reduce IT demand by empowering customer developers
- ✓ Improve Not In Good Order (NIGO) form submissions from 35% to less than 2%
- ✓ Reduce call centre and branch costs with 24/7 digital and mobile-friendly interactions
- ✓ Improve customer experience for all members with language detection, multimedia tool tips, and accessibility checking capabilities.
- ✓ Eliminate the need to rekey data or scan with OCR tools
- ✓ Increase NPS and reduce Customer Effort Scores



Smart Communications is a Recognized Industry Leader



About Smart Communications

Smart Communications provides the platform that leading organisations trust to deliver personalised, consistent, and compliant conversations across all touchpoints and channels. The Conversation Cloud™ consists of SmartCOMM™ for enterprise-scale customer communications, SmartIQ™ for digital forms transformation, and SmartDX™ for trade documentation. Over 650 enterprise organisations across the globe rely on Smart Communications to simplify and automate complex processes and deliver highly secure, frictionless experiences across the customer lifecycle.