



Aquila Heywood

Annual Allowance

Improving Communications for **Members**

Case Study

Administrative savings delivered for **HSC Pension Service**

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Key Figures



1000

Additional members registered for Member Self-Service in just two months.



23%

Increase in Member Self-Service activity.



66%

Reduction in member queries.



£19,200

Cost savings realised by publishing information online, rather than sending it by post.

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Background

In 2016, Annual Allowance rules changed for high earners, leading to potentially large tax charges for those earning over £110,000 a year.

The new tapered annual allowance rules had unintended consequences in the Health and Social Care sector, where top paid consultants, whose earnings are near this threshold but are variable due to shift work, in some cases faced large and unpredictable tax bills.

For HSC Pension Service, who administer pension schemes for Health and Social in Northern Ireland (HSC), this caused a huge increase in enquiries from members.

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The Challenge

Approximately 7,000 higher earners in the HSC pension schemes in Northern Ireland were impacted by the introduction of tapered annual allowance. Many of these members were confused, and turned to HSC Pension Service for guidance, leading to around 200 member queries each week.

HSC Pension Service needed to reduce the burden on their administrators by proactively providing the relevant information to members in a convenient and easily accessible way.

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The Solution

HSC Pension Service wanted to direct members online to view information relating to their Annual Allowance.

We developed a new Member Self-Service web page, which displays the relevant details across all of a member's periods of employment, and across all HSC pension schemes.

As a direct result, HSC Pension Service no longer issue annual benefit statements by post, saving time and money.

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The Benefits

 Significantly reduces administration

 Improved service to members

 Provides members with complex information in a simple, accessible format

 Reduces carbon footprint by eliminating paper statements

 Directly increases MSS activity, helping to promote member autonomy online

// This puts Northern Ireland ahead of our colleagues across the rest of the UK in being able to access this information //
British Dental Association

// We're not feeling the heat anymore //
HR Assistant Director

// I can walk down the corridor now and not get stopped every four steps //
HR Director