

Developing educational tools to drive customer engagement

The marketing team needed assistance in developing an interactive microsite to engage their participants and drive higher plan participation through education.

Weber Approach

- Identified the retirement education plans for 401(k) plan participants
- Allowed users to customize their experience to identify and address their needs
- Constructed interactive assets to simultaneously engage and educate

Process

- Used Weber knowledge of industry best practices and John Hancock knowledge of the customer to relate complex financial concepts to everyday activities through the Retirement Fitness Meter
- Adapted the Retirement Fitness Meter to customize results to enhance user experience
- Leveraged existing marketing assets and developed new interactive educational tools
- Assembled an easily accessible library of all educational materials
- Built interactive calculators and games. Produced videos and animated shorts
- Delivered a product that can further be used to attract potential plan sponsors.

Discovered **that 1.6 million 401(k) plan participants** needed reliable retirement education

Built all features in a responsive design to be accessible on all devices

Interactive tools **tailor educational content** based on user input

