



Engaging Standard Life's customers with BT Personalised Video

Helping customers better understand
their pension plans to drive ROI



Organisation: Standard Life
Location: UK
Employees: 7,768
Industry: Financial services
Product and solution: BT Personalised Video

We all love a personal touch. Whether it's the barista who remembers our regular coffee order or an app that creates a playlist of our favourite songs. These little gestures can make a big difference. They don't just cement customer relationships, they increase engagement too.

So much so, psychologist Randy Garner found that just attaching a handwritten note to a survey made people more than twice as likely to fill it in.

Standard Life, which is part of the Phoenix Group, wants to help deliver a life of possibilities for its customers. The UK-based life assurance business realised that by harnessing its data it could better connect with millions of customers.

So we helped it create a tailored way of talking to customers about their workplace pensions with BT Personalised Video.

The challenge

Pensions can seem impenetrable. Working out how much to save involves factoring in how much you earn, possible employer contributions, tax deductions and more. These numbers can easily become overwhelming. It's a difficult enough subject to engage with for those planning their future, let alone those more interested in the here and now.

Standard Life knew that personalised videos could help. The technology could tailor messages to individual customers, so they could get pension information that is more relevant to them and easier to understand. But it had never created anything like this before.

Standard Life needed a partner with the expertise and scalable solution to meet the needs of its millions of customers. A partner they could work closely with to develop content that was truly engaging. That's when they contacted us.

“One of the great things about working with BT is that they are forward-thinking and they help us to co-create solutions for our customers.”

Donna Walsh

Head of Workplace Proposition
Deployment, Standard Life





The solution

We recommended Standard Life use our market-leading Personalised Video solution. Powered by Idomoo, this pulls data from customer profiles into an engaging video, with tailored audio and visual content. It can address customers by name, tell them how much is currently in their pension pot and what it could be worth if they increased their monthly contributions.

While the underlying technology is always the same, Standard Life can host the Personalised Video in customers' online dashboard or mobile app. The pension provider can also scale the solution to include as many customers as it wants. And has the creative freedom to stamp each video with its branding.

Each video comes with real-time analytics, allowing Standard Life to see how well customers are engaging with it. The company can then use this to optimise future content. All data – including customers' sensitive financial information – is also securely managed by our platform. So the company remains compliant with data protection laws.

We worked closely with the pension provider to develop a proposition that was right for them. This included developing different versions and running a trial that was sent to 70,000 customers, to test that the video was as engaging as possible.

“We worked through the challenges together and BT provided best practice advice, which was really important for us – they’d done it before and knew what they were doing.”

Donna Walsh

Head of Workplace Proposition Deployment, Standard Life

The results

Standard Life is now better connected with its customers. **More than 90% of customers** who received our Personalised Video test pilot said they found the experience useful for understanding their pensions. And those who watched the videos were **four times more likely** to change their contributions. The average contribution change for viewers was nearly **1% vs. only 0.2%** for non viewers.

The pension provider can also use real-time analytics to gauge how well campaigns are working. Adopting a data-led approach is also an important step in Standard Life's digital transformation. Not only is it a smarter way of communicating with customers. It also shows the company remains forward-thinking, improving how its customers will view it for years to come.

Based on this success, Standard Life are continuing to ramp up the roll-out of the videos to its other customers. And we'll be there to offer them personalised support every step of the way.

See a BT Personalised Video in action **here** and learn more **here**.



“With over 700,000 members having access to personalised videos already, we’re excited to work collaboratively, to continue creating campaigns that deliver value to both Standard Life and their customers.”

Robert Jones
Head of Messaging, BT



Offices Worldwide

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