



Client satisfaction at a record high

Pension counselling sessions have been conducted online for most of 2020, but it has only increased client satisfaction.

By Martin Wex

6.7 on a scale of 1 to 7, with 7 being best. This is the average satisfaction among employees who received impartial pension counselling from Willis Towers Watson during 2020. It is the highest client satisfaction ever.

More than 6,000 employees have participated in the survey, and five statements tell the story of how pension counselling creates value for the clients.

- »This is the first time I have ever really understood the connection between insurance and savings.«
- »I now know exactly how to deal with my future working life and retirement.«
- »It's the best pension counselling I've ever had. Clear messages about the pros and cons and a really good understanding of my needs.«
- »It's a great pleasure to be advised by an impartial advisor who is not trying to sell you a particular product.«
- »I can only recommend others to have an impartial advisor review their pension plan.«

Team leader Anni Wiese Høgholm from Willis Towers Watson welcomes the record-high client satisfaction and finds the many positive statements proof of the value it creates to talk to a personal advisor who only has your own interests at heart.

»The need for impartial advice is increasing, as pension companies get new products on the shelves – not least the opportunity to invest in companies that contribute to the green transition. We also experience a great need for advice on when to keep previous savings where they are – and when to consolidate the pension schemes. This is where there is a particularly need to talk to a consultant who can oversee the entire market and find the absolute best solution for the individual employee,« says Anni Wiese Høgholm.

Online counselling offers new opportunities

The overall result is gratifying but also remarkable in a year when all counselling sessions have been conducted online since the lockdown in March 2020.

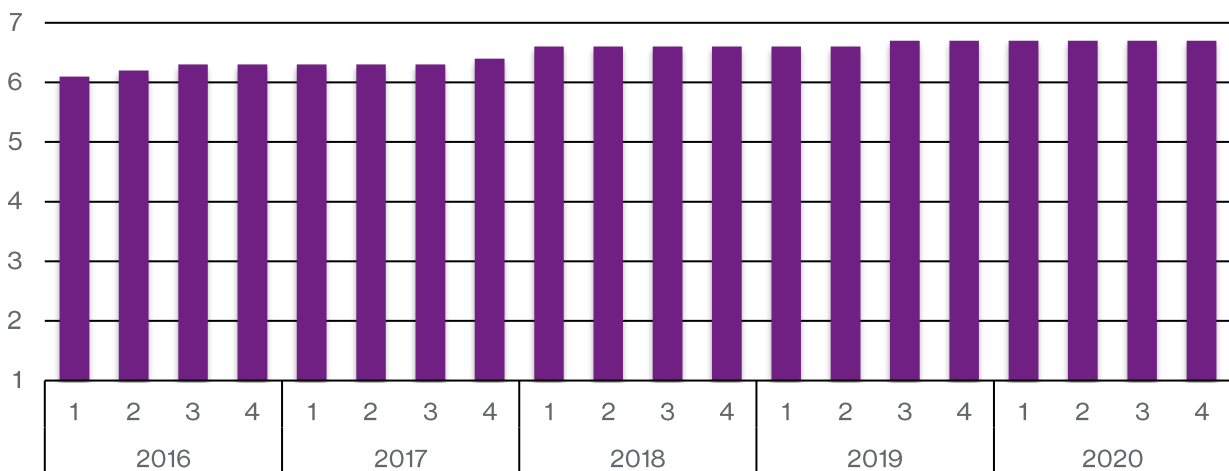
»It is absolutely incredible and very impressive that we can increase our client satisfaction in a year where, since March, we have held the meetings exclusively online. This shows that clients have taken the online meetings to heart – and confirms that online counselling can be just as good as counselling at face-to-face meetings,« says Anni Wiese Høgholm.

She also believes that online meetings have many advantages over face-to-face meetings.

»The biggest advantage is probably that it is possible to book online meetings from seven in the morning to eight in the evening, where the face-to-face meetings are limited to normal working hours. In addition, online meetings generally have the advantage of only requiring a computer and internet connection to participate, no matter where you are. It increases flexibility and freedom of choice,« says Anni Wiese Høgholm and points out that the online meetings also give the employee's spouse or cohabitant the opportunity to follow take part if they both work from home.

During 2020, the online meetings have been moved from Skype to primarily Microsoft Teams, which most clients are now familiar with, and this has increased the technical quality and created an even smoother running of online meetings.

Client satisfaction per quarter 2016-2020



Client satisfaction has grown to 6.7 on a scale of 1 to 7 with 7 being the best.

Increasing interest in retirement

Since the beginning of the corona crisis, Willis Towers Watson has seen a growing interest among clients in their retirement savings – not least due to the large fluctuations in the stock market in 2020.

»Our clients have asked a lot of questions over the past year – not least about their returns, which is only natural – especially when the media is full of stories about falling stock prices. Fortunately, the fall in prices was only short-lived, but the interest in counselling has been strong throughout the year – perhaps also because many have had more time to take an interest in their savings,« says Anni Wiese Høgholm.

New daily routines for advisors

The daily routines have also changed for the pension advisors who previously spent most days visiting clients and a few days with online meetings. Right now, all meetings are conducted online, and it has been a major change for many employees.

»Our employees have made a fantastic effort and have managed to get the best out of a difficult situation. However, the online meetings have given them a relatively sedentary working day, and therefore we have chosen to put in a few extra hours of free time a week, so that there is time between meetings to stretch the legs and get some air. It provides better working conditions and allows for even better counselling of our clients,« says Anni Wiese Høgholm.

In 2020, Willis Towers Watson held a total of 13,243 counselling sessions. 11,530 received a questionnaire, and 6,605 (57 percent) participated in the survey. ■