

Impartiality is the key to excellence

Clients remain extremely satisfied with WTW's pension counselling, largely due to the fact that WTW has no financial interest in the clients' choice of investments.

By Martin Wex

6.8 on a scale from 1 to 7, where 7 is the best. That is the average client satisfaction among employees who have received pension counselling from WTW during 2022. WTW has thereby managed to maintain the record-high level of satisfaction from the year before.

The clients' comments in the questionnaire sent to them after the counselling session tell the story of why the clients are so satisfied.

- »I have attended countless such meetings. However, this is the first time that I have gained real value from it.«
- »I had a very good and constructive meeting. It gave me peace of mind that the advisor did not try to sell me anything, but instead listened a lot to my needs and wishes.«
- »The advisor made the counselling session understandable and relevant to me through specific examples and clear imagery, so that I got a better understanding of what we were talking about.«
- »I feel lucky to work in a company that has a partnership with WTW. Impartial advice is a commodity that is almost impossible to obtain without it costing a fortune. I see it as a great employee benefit.«

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It permeates everything we do

Anni Wiese Høgholm | Associate Director

Clients first

Associate Director Anni Wiese Høgholm from WTW is pleased that client satisfaction is still at an all-time high and that so many employees experience that they receive impartial advice, where the focus is solely on their own interests.

»Impartiality is our core value. It permeates everything we do. In our advice, we only focus on identifying our customers' needs and finding the solutions that best suit their current situation and wishes for the future,« says Anni Wiese Høgholm.

She believes that it is mainly due to the constant focus on quality that makes it possible to maintain the high customer satisfaction year after year.

»Pension counselling is one of our core services, and therefore it is important to us that all employees are always best equipped to provide a good service. All new pension consultants therefore undergo an introductory course where there is plenty of time to build up the necessary professional and personal skills

– and their more experienced colleagues are continuously upgraded as there are changes in legislation and as new products and advisory services are introduced to the market,« says Anni Wiese Høgholm.

Most prefer online meetings

Previously, counselling mainly took place at physical meetings at the clients' workplace, but today most meetings take place online through Microsoft Teams.

»The corona crisis made us think about additional digital solutions so that we could continue to provide excellent counselling, even when it was not possible to sit together in the same room. Now we can hold physical meetings again, but the vast majority of companies and the majority of employees still prefer to meet online because it provides greater flexibility – for example, to take the meetings from home and to let your spouse participate,« says Anni Wiese Høgholm.

14,420 clients have received counselling from WTW in 2022. 6,650 have participated in the satisfaction survey – corresponding to 46 percent.