Digital Transformation Website Overview

Nationwide Retirement Plans

September 2020

Why does Digital Transformation matter to us?

- You've entrusted Nationwide Retirement Plans with helping your employees achieve their financial goals as they plan for and live in retirement
- The road to helping the participants achieve their goals and dreams needs to be free of obstacles such as challenging or time-consuming administrative tasks

Our Digital Transformation Goals

As the needs of our customers evolve, our solutions must continue to evolve as well. Our Digital Transformation solutions center on three goals:

More intuitive: Make processes and choices easy and clear, so both you and your participants can focus on what truly matters to you.

More control: Empower plan sponsors and participants through tools and functions that deliver more self-service and access, so you're more in control of daily tasks and finances.

More personalized: Make connections with you and your participants evermore timely, relevant and actionable.

Our Digital Transformation Approach

Nationwide Retirement Plans is committed to designing and building solutions that focus on the ever-evolving needs of the customers we serve.

To achieve this commitment, we:

- Bring together best practices, market solutions and user research to provide a best-in-class customer experience
- Leverage existing business partners to gain insight into opportunities that can improve customer experience
- Work to meet needs of today as we develop innovative ways to delight our customers in the future

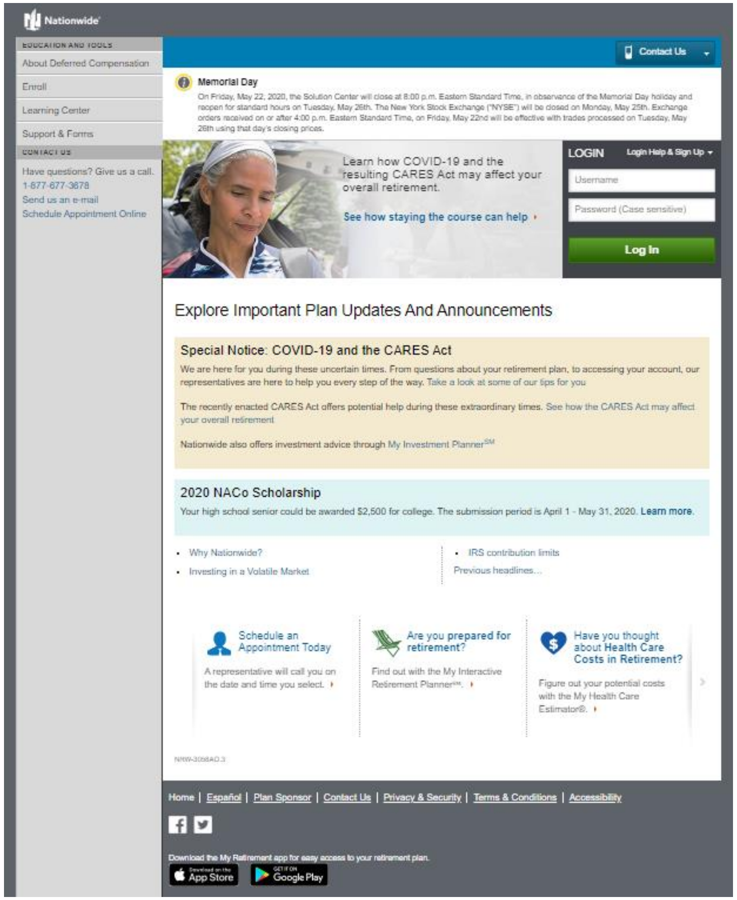
Participant Experience Enhancements

Planned enhancements 2020

User analysis (pre login)

Analysis of current state

- Majority of users log in to their account from home page
- Low utilization of pre login pages and web banners
  - Only 1-2% of all website traffic clicked on the first banner, subsequent banners had even lower utilization
  - More banners = longer page load times
- Top viewed pages include*
  - Paycheck impact calculator
  - Support/Contact Us
  - Resource Center
  - About deferred compensation
  - Enroll
- Complex navigation
  - Left nav opens to reveal various level of navigation, making content difficult to find



*These pages were each viewed 10K to 50K times in total in 2019, relative to the millions of site visits

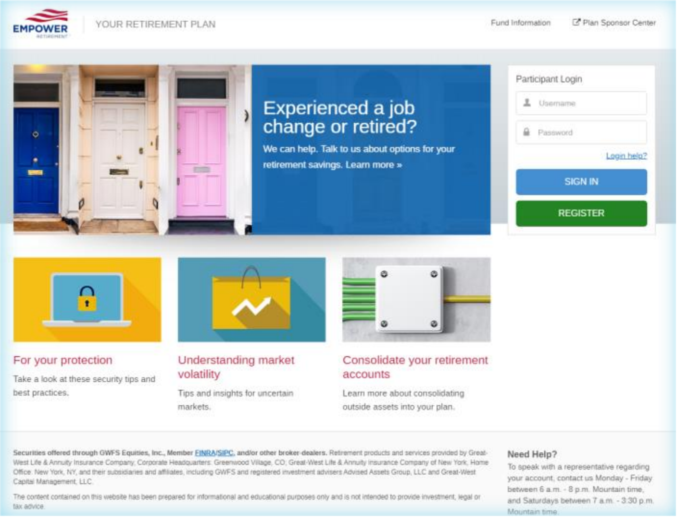
Competitor analysis (pre login)

Approach varies significantly across industry. Some competitors provide a simple pre login experience, while others inundate the user with info

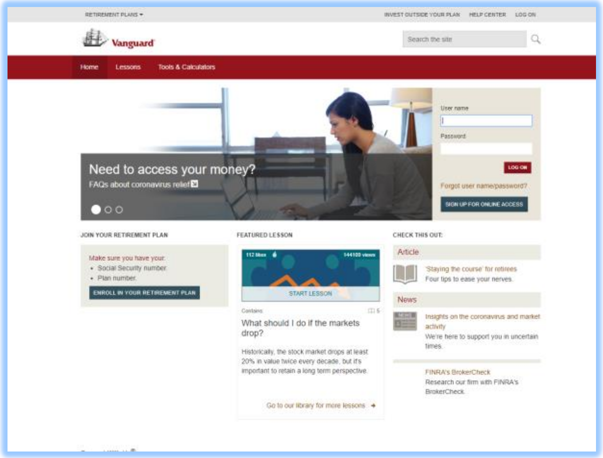
Research indicates that users want:

- Enrollment info
- Education
- Important news
- Simplified design/understanding “where to go”

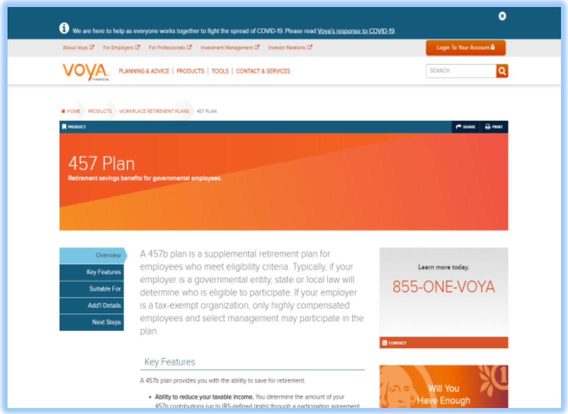
Empower- very little value in the pre login

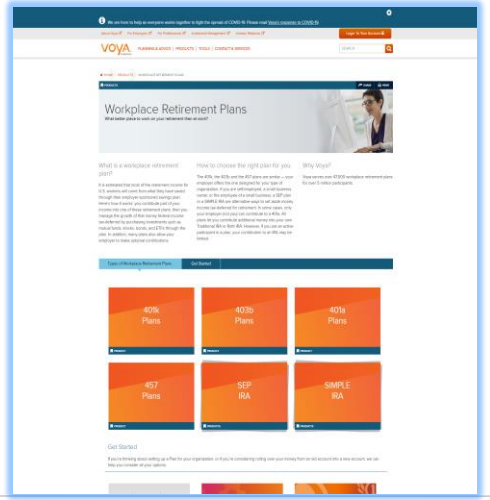


Vanguard- very little value in the pre login



Voya- overwhelms the user with info

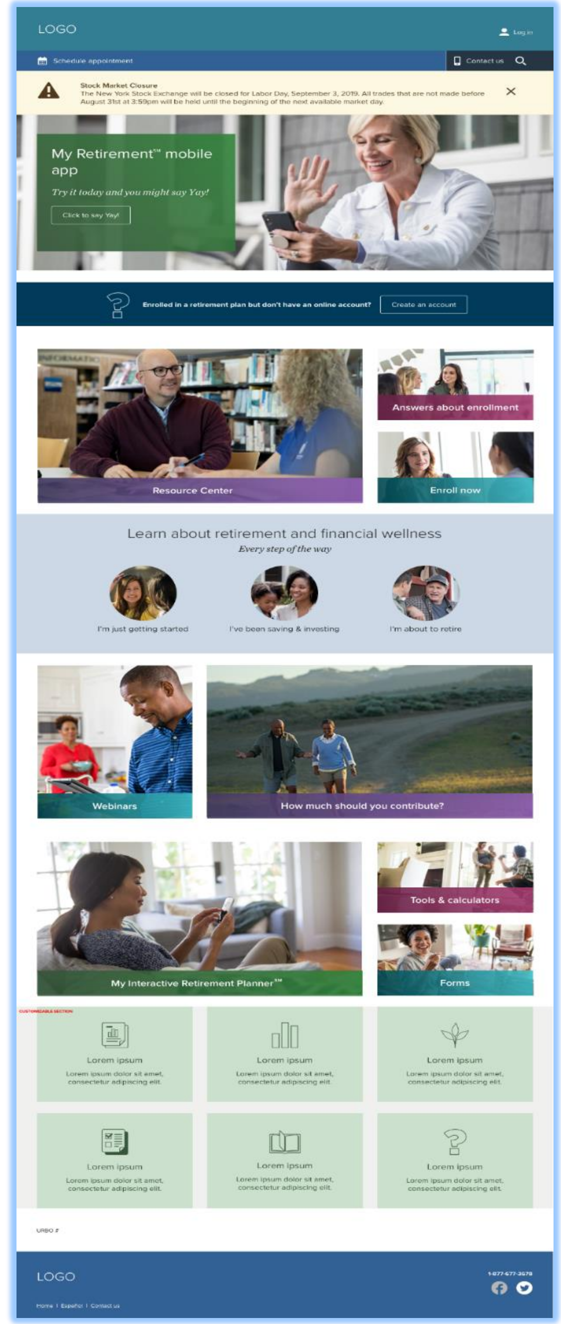




New pre login design is more intuitive

Because most participants are logging in, the new pre login is focused on helping those who aren't enrolled, or need more info

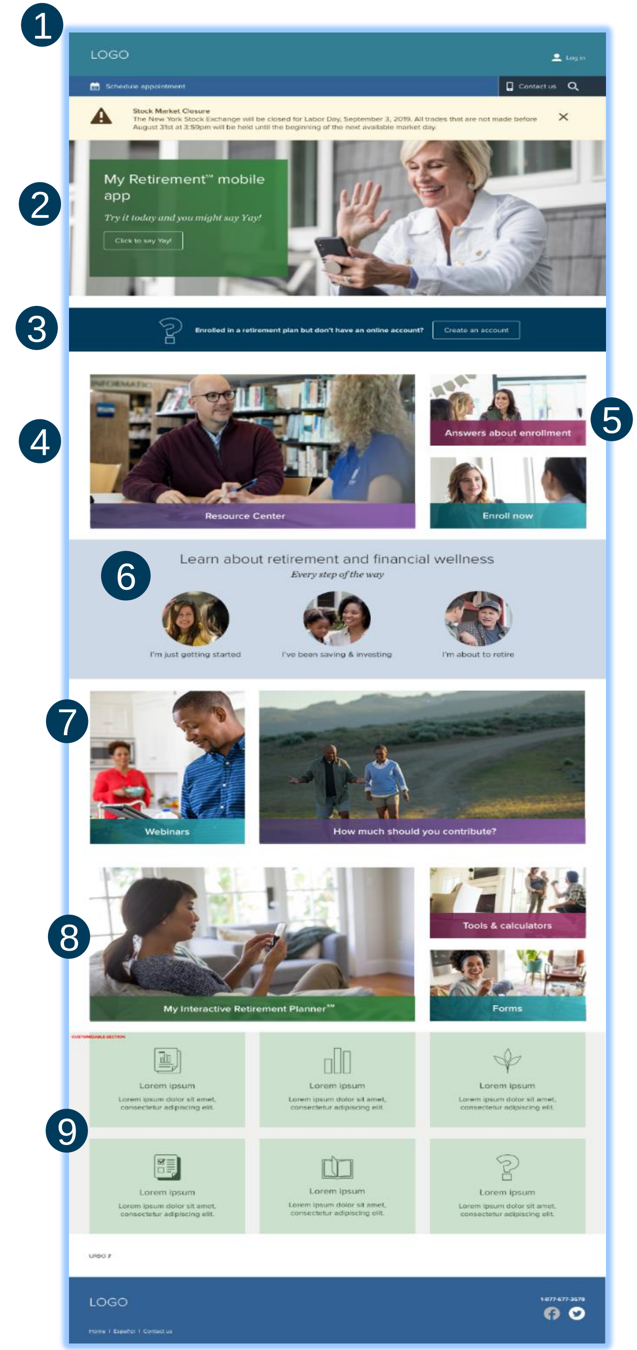
- Helps to tell a story
  - Log in or create an account, if you're a participant
  - Learn more about the benefits of enrolling, if you haven't already
  - Learn more about retirement and finances
  - Tools and resources
  - Plan specific content



New pre login design is flexible

All navigation is from the home page

1. Header includes
   - Custom plan logo/color
   - Log in
   - Appointment scheduler
   - Alerts
2. Customizable promo banner
3. Account creation for new users
4. Resource Center
5. Enrollment
6. Education by life stage
7. Webinars/custom box
8. My Interactive Retirement Planner
   - Tools and calcs
   - Forms
9. Plan specific content (flexible design)



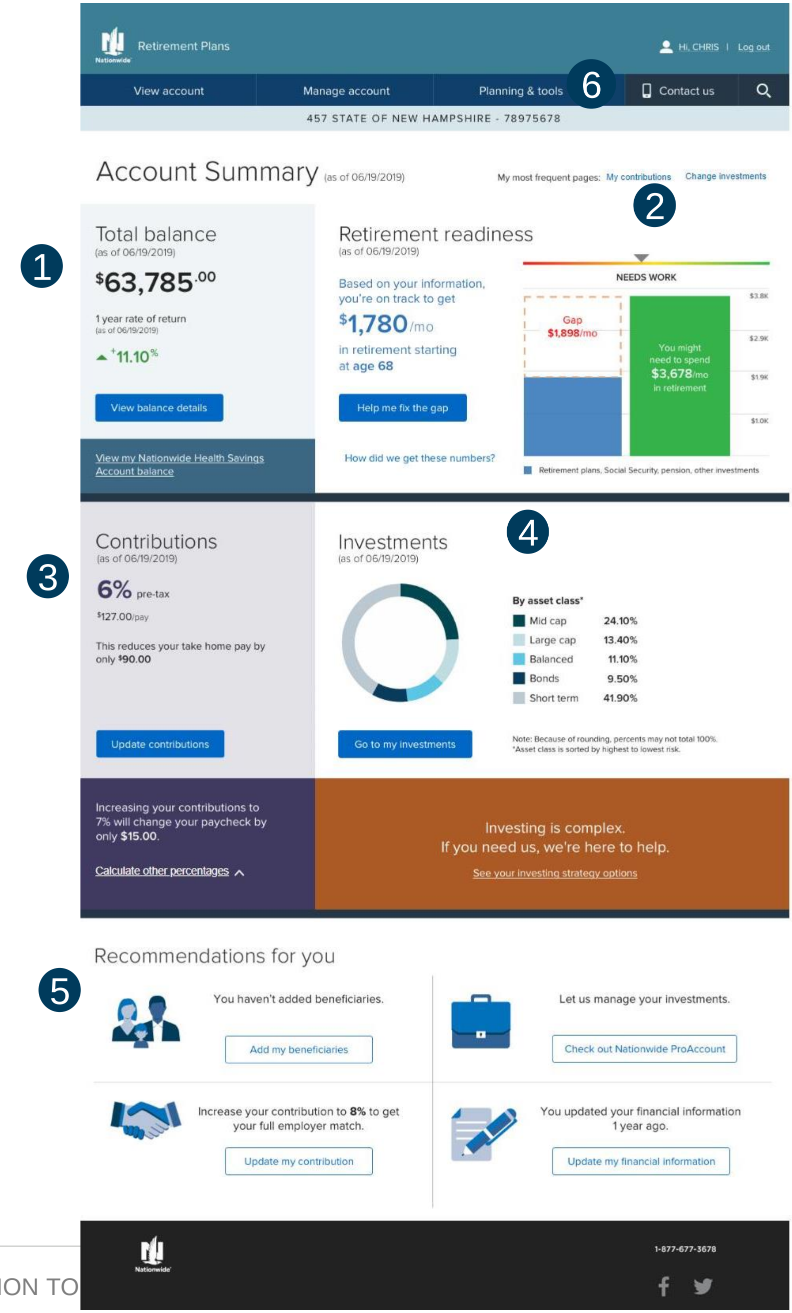
New post login design is personalized

Based on research and testing, users want:

- Account info “at a glance”
- Personalized experience
- Easy navigation
- Understand “what to do next”

Because most relevant content is now post login, participants have more control and we can personalize each participant’s experience based on what they interact with

1. Account balance and rate of return
2. Personalized retirement readiness
3. Current contribution amount + recommendation
4. Current investment allocation
5. Personalized recommendations
6. Access to education and tools



Appendix

- Total website visits in 2019 across all plans = ~80 million times
  - Most users logging directly into their account
  - Only 1-2% of all website traffic clicked on the first banner, subsequent banners had even lower utilization
  - More banners = longer page load times
- Top viewed pre login pages viewed a total of ~10K-50K times in 2019. Pages include:
  - Paycheck impact calculator (accessed from the post login, typically during deferral change transactions)
  - Support/Contact Us
  - Resource Center (implemented in March, 2020, but has been access more than any other pre login page)
  - About deferred compensation
  - Enroll
- User tested the new design with 15 participants
  - Trends begin to emerge with as few as 9-10 individuals, so 15 was a good baseline
  - Areas of interest from users for the pre login were:
    - Enrollment info
    - Education
    - Important news
    - Simplified design/understanding “where to go”
  - Areas of interest from users for the post login were:
    - Account info “at a glance”
    - Personalized experience
    - Easy navigation
    - Understand “what to do next”
- Competitor assessment reinforced with May 2020 Corporate Insights Retirement Plan Monitor report