

Sunsuper launches My2cents

One of Australia's biggest super funds Sunsuper has announced plans to ramp up its customer insights and analytics capability with the public launch this week of its online member research community '*My2cents*'.

The Fund, which has been piloting the project since February, already has more than 2,500 members in the community giving feedback on everything from product development, customer service, advertising, communications messaging and design, investment choice, and general sentiment.

Chief Executive Officer Scott Hartley said the research community – understood to be the first of its kind run by an Australian super fund - was proving instrumental in terms of helping Sunsuper better understand customer needs and expectations.

"We've made significant investment in our research and insights capability in the past 12 months and our '*My2cents*' initiative ensures the 'voice of the customer' and members' best interests are at the heart of everything we do," Mr Hartley said.

"The purpose of the community is to help us more deeply understand the needs, behaviours, and attitudes of our customers.

"'*My2cents*' allows us to rapidly gather perspectives from members that can add real benefit to the customer service experience.

"In fact, it gives us the ability to collect real-time feedback from members that is proving invaluable in terms of solving operational issues and guiding business decisions."

Mr Hartley said findings from the community had already been used to help determine operating hours for the Fund's Member Advice Centre and contribute to the future design and user experience of Sunsuper's public website.

He said consumer testing of Sunsuper's annual statement design, the insurance claims process, and its Join Online tool, as well as gauging member interest in new and alternative investments were just some of the initiatives in the research pipeline.

Sunsuper's '*My2cents*' initiative was created in partnership with Vision Critical, experts in research and customer insights, who have created cloud-based customer intelligence programs for some of the world's biggest brands like Google and Nestle.

Sunsuper members can join *My2cents* at www.my2cents.com.au.

Ends

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