

The questions you wanted to ask us.

In the welcome survey we gave you the opportunity to tell us what questions you would like to ask us – the 'My2cents' community team. This Q&A document is the result from that and contains some of the most common questions that you suggested. Have a read and if you have any more questions please feel free to ask us in the new 'What's on your mind' general forum.

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- ***“Who are you?”***
  - We thought we would start with an easy one! “We” (the 'My2cents' community team) are part of Sunsuper's Customer Insight & Analytics team. This is a team of 8 people and responsible for most of Sunsuper's customer research. It is our job to be the “voice of the customer” in the business.
- ***“What are Sunsuper hoping to get out of the program?”***
  - Sunsuper is a “profit for members” fund and getting the member view is extremely important to us. While there are many people across our business with years of super experience we always try to look at things from the member perspective. This is not always easy and the best way to get this is to ask you – the actual member. 'My2cents' will hopefully help us get a closer connection to our members and give you a larger voice in the decisions we make that impact you
- ***“What is the main focus/goal of these surveys?”***
  - The focus of individual surveys will vary. Some will be on a specific topic or service we offer while others may be on broader topics that we want to get your view on. I am probably going to keep repeating myself in this Q&A but ultimately the overriding goal is to hear what you have to say and get your opinion
- ***“How do you propose to use the information we give you as a result of the surveys to benefit your customers. What will you do with it, who will consider it and how and by whom will decisions be made?”***
  - Great questions and this was one of the very first things we considered when we talked about setting up the community. We set this community up in conjunction with the entire Sunsuper staff base and Sunsuper staff are full members of the community. This is a very high profile initiative within the business, with executive approval and an expectation that we will take action, where possible, on what you say. The community will allow us to collate all responses to guide us in the direction of actions we should take, however we may not be able to act on individual member comments.

- ***“How much weight is given to the survey responses?”***
  - As mentioned above – we want your opinions and this community is designed to collect your perspective and then act on it. We will be able to show you the actions we are taking via our community newsletter as well as through your own experiences when dealing with Sunsuper.
- ***“Will your products be changed by this community?”***
  - Potentially, yes. If you broaden that question out to include all our products and services then the answer is a definite “yes”. We want the community to help Sunsuper be better and if we are not delivering change then we in the Customer Insights & Analytics team are not doing our job
- ***“With the information you receive will you be giving us the good and the bad side to each survey or just the good?”***
  - Absolutely yes. We are proud where we do well but equally we will be open about where we can do better. This community is about helping Sunsuper do better and we will not be sugar coating any research results.
- ***“Most companies have surveys and do market research, what do you plan to do to make My2cents stand out from the rest?”***
  - Firstly this is the first online insights community like this in Australia exclusively focussed on superannuation. Where I believe we will be different is in the transparency of what we are doing, actually listening to you and clearly demonstrating we are acting on what you say
- ***“Is this just a marketing gimmick, or would anything we say actually be listened to?”***
  - No it is not a marketing gimmick; in fact this is not even being run by the marketing team in Sunsuper.
- ***“How did you get the site to look so good?”***
  - We have some excellent in-house digital designers, Gavin & Clarissa, and the fantastic website is completely down to their skill.
- ***“Can you please keep it in layman's terms for the not so financially illiterate amongst us?”***
  - This site is for you and about you. We will do everything we can to ensure we avoid using any of the huge amounts of superannuation jargon out there, but if we slip up, please let us know.
- ***“How do you intend to make this site interesting to keep people coming back and wanting to participate and share ideas?”***
  - That is always the challenge. We hope a combination of interesting and engaging activities as well as clearly demonstrating to you that your feedback is having a real impact and we are acting on it. Additionally one of the key things you said you wanted out of the community was to learn more about superannuation, so we hope to be able to do that also.
- ***“Have you thought about splitting information into age brackets? I'm obviously at one end of the age spectrum, and advice to me would be different to advice to an older audience.”***
  - Definitely. We have the ability to offer particular surveys or questions based on age or other demographics. In some cases we will offer a survey to everyone and in other cases we will target it to a particular group.

- ***“How many people do you think will actively participate in the community as opposed to how many will join”***
  - Good question. Based on the experience of our partner Vision Critical (who run online communities all over the world), you can expect a 30-40% response rate from community members. Based on the surveys we have run so far we are averaging 34% which we are very happy with.
- ***“It would be good to have moderator/s online in the community to answer any questions that 'members' may have.”***
  - All our community discussions are moderated and we will always be available for questions. We may not be there 24/7 but we will do our best to answer any questions you may have.
- ***“What on earth is an 'avatar' image?”***
  - An 'avatar' image is a small picture you can upload that will appear beside your name when you make any comments in the discussion forums
- ***“Why isn't the “XXXXXX” Industry listed on your main lists, and why did I have to list it in "Other"?”***
  - We wanted to limit the size of the list in the question. To do that we tried to choose the most common industry classifications that would fit the majority of people. We apologise if your specific industry was not listed
- ***“Are you passionate about your job and doing the best for your customers?”***
  - From my own perspective, absolutely yes I am. I love doing this and the opportunity to launch and oversee this community has (and continues to be) immensely enjoyable. We are still in the early days and have so much more planned and I am excited to watch this community grow. For Sunsuper, as a profit for member's fund (we have no shareholders), doing what is best for members is doing what is best for us. We want to make our member's experiences as good as they can be...and this is one of the reasons for 'My2cents'.

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We hope that this Q&A has answered some of the questions you may have. If you have anything else to ask please do drop by the “What's on your mind” general forum and ask us in there. We look forward to hearing from you.

Thanks for reading.

Declan

'My2cents' community manager