

Earning trust. Getting results.

Dedicated retirement consultants can make a difference.



Client profile

Industry: Government
Employees: 4,500+
Type of plan: 457
Assets: \$170M

Client need

A large governmental law enforcement organization transitioned among several plan providers over a five-year period, which resulted in decreased employee engagement with the retirement plan. It needed a provider who could make a personal connection with its employees and help boost retirement readiness.

The solution

The Lincoln high-touch model offered the solution. Our retirement consultant (RC) met with participants at over 16 locations during all times of the day and night to accommodate three different work shifts. He collaborated with the organization’s Human Resources (HR) department to maximize his time at each location and help make the plan sponsor look good.

Our RC went above and beyond to make himself available to participants. Many of the meetings took place in high security buildings. He worked with HR to book meetings, arrange security clearance, and set up the required escorts through the facilities.

Soon, participants began reaching out to the RC in significant numbers because word spread among employees that he was someone they could trust. He built strong relationships with the plan sponsor and with individual participants, and he worked hard to be someone on whom they could rely.

RESULTS



Contribution rates among participants who met with the RC increased **46.8%** overall; deferrals for those who had two or more meetings increased **91%**.



On average, new enrollees who met with the RC started off **saving more than double** the amount saved by those who enrolled with no meeting; **75%** of new enrollees who met with an RC contributed more than the auto-enroll deferral level.

Participants who met with the RC had higher account balance growth rates (including contributions).



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LCN-3059922-042620

PDF 5/20 **Z03**

Order code: LAP-PBSO-FLI001



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