

RETIREMENT SERVICES

# ADP ACHIEVE

*Powering informed participant decisions with data-inspired benchmarking*



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Planning for retirement involves difficult financial decisions, leaving many workers unsure about where to start and what to do next.

THE MAJORITY FIND PREPARING FOR RETIREMENT TO BE STRESSFUL, AND LESS THAN HALF HAVE CALCULATED HOW MUCH INCOME THEY WILL NEED FOR A SECURE FUTURE.<sup>1</sup>

To help tackle these challenges and improve retirement outcomes, ADP commissioned a user research study on participant behavior and decision-making related to retirement saving. Findings revealed that many participants lack investment confidence — and it prevents them from taking steps to plan for the future.

PARTICIPANTS NEED RETIREMENT PLANNING ASSISTANCE

60%

have **not calculated** their retirement income needs



80%

want **employer assistance** with calculating their retirement needs



61%

feel preparing for retirement is **stressful**



SOURCE: 2020 Retirement Confidence Survey. EBRI, April 2020.

Learnings from the ADP research helped shape the personalization component of the Achieve employee education program — to engage workers with technology and data to solve challenges, simplify retirement planning, and help participants make choices that may lead to more successful retirement outcomes. Achieve leverages the ADP Data Cloud to create meaningful, personalized insights that can help participants more confidently make tough financial decisions. Drawing upon aggregated and timely data from nearly 30 million U.S. workers in more than 90,000 organizations, we group this data into clusters and use data analytics, plus machine learning, to derive personalized insights. This allows us to create peer profile-based benchmarks and provide relevant insights to help make it even easier for workers to confidently make informed decisions and plan for what's next.

## Peer information can influence decisions

We make complex retirement planning decisions easier with a personalized messaging program that helps participants when they need it most — as they're making critical choices about saving for retirement. The messaging answers a common question: what do other people like me do when it comes to saving for retirement? Instead of getting overwhelmed and stuck, we prompt them with data-inspired answers they can use to guide their own retirement plan decisions. Here's how it works:

- At critical decision points along the retirement planning journey, we provide participants with relevant data insights that are reflective of decisions made by savers under similar circumstances.
- These insights are derived by leveraging data-driven intelligence based on the savings actions of millions of similar retirement plan participants and advanced machine learning models.
- Eligible participants can compare their decisions to their peers' and take action in the moment.
- These insights are integrated into our mobile applications and digital enrollment experience, participant website, and the MyADP Retirement Snapshot® tool to reassure participants about their decisions and encourage them to act.



The personalized messaging leverages plan and individual data. Plan features, individual behaviors and personal characteristics are used to inform and guide participants throughout their retirement journey.

## PEER BENCHMARKS ARE CALCULATED USING DEMOGRAPHIC AND EMPLOYMENT INFORMATION INCLUDING:



Age



Gender



Employment  
tenure



Compensation



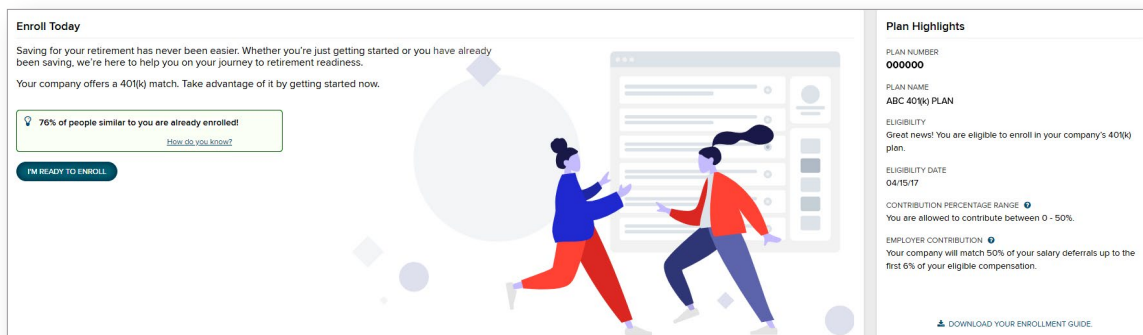
Marital status



Hourly or  
salaried status

## How it works

We support workers throughout their journey to retirement with guided experiences that help them make smart decisions right from the start. This includes messaging that encourages them to join the plan as soon as they can, maximize employer contributions, understand savings decisions of their peers, and learn how much they need to save for a secure future.



**Enroll Today**

Saving for your retirement has never been easier. Whether you're just getting started or you have already been saving, we're here to help you on your journey to retirement readiness.

Your company offers a 401(k) match. Take advantage of it by getting started now.

76% of people similar to you are already enrolled!  
[How do you know?](#)

**I'M READY TO ENROLL**

**Plan Highlights**

PLAN NUMBER  
000000

PLAN NAME  
ABC 401(k) PLAN

ELIGIBILITY  
Great news! You are eligible to enroll in your company's 401(k) plan.

ELIGIBILITY DATE  
04/15/17

CONTRIBUTION PERCENTAGE RANGE  
You are allowed to contribute between 0 - 50%.

EMPLOYER CONTRIBUTION  
Your company will match 50% of your salary deferrals up to the first 6% of your eligible compensation.

[DOWNLOAD YOUR ENROLLMENT GUIDE](#)

## Guided enrollment experience

For those employees who need a little more assistance when enrolling, we've created a guided experience to help support them. Our personalized enrollment journey includes relevant messaging tailored to meet the participants personalized needs and encourage them to begin saving. This is where we utilize our data-driven peer benchmarking to help to guide eligible employees with selecting an adequate savings rate. By leveraging this data, we're able to provide employees with real and relevant insights into how much people like them are contributing to their 401(k) plans and whether they are contributing enough to reach their goals.

The screenshot shows a multi-step enrollment process. The current step is 'SET SAVINGS AMOUNT', with previous steps being 'SELECT TYPE' and 'SELECT INVESTMENTS', and the next being 'REVIEW'. The main heading is 'Set your saving amount' with the instruction 'Choose the amount that you want to contribute to your retirement saving per paycheck.' A yellow callout box highlights a catch-up contribution opportunity: 'You're eligible to make catch-up contributions! You may be able to save an extra \$6,500 this year. Catch-up contributions start after you reach the 2020 annual contribution limit. Your retirement contributions above the regular annual limit are considered catch-up contributions up to a maximum of \$6,500 this year.' Below this, there's a 'CHOOSE CONTRIBUTION TYPE' section with a dropdown menu set to '%'. The 'Before-Tax' option is selected, showing a current contribution of 9% which equals \$117 per paycheck. A 'Save Smart' feature is also selected, which includes a 1% increase every November until it reaches 10%. The 'Save Smart' settings are detailed with dropdowns for 'Increase by' (1%), 'Maximum %' (10%), 'SaveSmart Month' (November), and 'SaveSmart Year' (2021). A note states 'Save Smart will only be applied to Before-Tax 401(K)'. At the bottom of the main form area is a 'View Contribution Election Limits' button. On the right side, there's a piggy bank icon and a 'Not sure how much?' section with a link to 'See what's possible'. Below that is an 'FAQ' section with two questions: 'How much can I contribute?' and 'What is Save Smart?'. The bottom of the screen features 'PREVIOUS' and 'NEXT' navigation buttons.



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As participants move through the enrollment process, messages at critical decision points can help drive positive savings choices. The messaging provides insights about peer decisions generated from workers with similar demographic and employment data including age, gender, marital status, compensation, and employment tenure and status.

Plus, our MyADP Retirement Snapshot tool leverages data-driven intelligence to help guide employees with their enrollment decisions. Messaging about:

- General retirement savings targets and statistics about peer savings rates offer participants comparative benchmarks they can use to determine their own savings rate.
- Plan matching contributions (if available), encourages participants to maximize their match benefit by meeting the requirements.

## Continued support through the retirement journey

Enrollment support is just the start. Because participants need help and assistance throughout the retirement journey, peer messages will be enabled to guide them and make informed decisions. For example, encouraging participants to increase savings, take full advantage of the match and use plan features that automate plan savings management can help participants improve their future retirement outlook.

The screenshot displays the MyADP Retirement Snapshot tool interface. At the top, there is a navigation bar with a 'FAQ' icon and a close button. Below this, a central illustration shows a person in a blue jacket and brown pants, with a house icon in the background. Two callout boxes provide information: one on the left states 'Among people similar to you, Top Savers are contributing 17% or more.' with a link 'How do you know?'; one on the right says 'Nice! This contribution maximizes your company's match.' Below the illustration is a 'CHANGE MY DETAILS' button. The main content area features a large green box with the text 'By saving \$638 per paycheck your savings by 67 may be about \$650,033'. Below this is a contribution slider set to 9%, with minus and plus buttons and a 'contribution per paycheck' label. Underneath, it says 'Your MyADP Retirement Snapshot™ looks like:'. Three summary cards are shown: '\$129,936 savings from employer match', '\$4,814 monthly income for selected lifestyle', and '86 age your savings may run out'. At the bottom, there is a 'Methodology & Disclosures' link and a large blue button that says 'I want to start saving'.

Illustrations are representative of technological features only and are not meant to reflect any specific investment strategies nor any account or investment options.



## A personal experience that motivates and encourages action

The ADP Achieve education components work together to make the journey to retirement readiness easy for your employees. Benefits of the program include:

- Making decisions easier
- A simplified, personal retirement planning experience
- Communicating the potential next step in the savings journey
- Engaging and motivating action
- Improving decision-making and confidence



## Let's Talk.

To find out how ADP can inspire a financially sound workforce with an engaging employee education experience, contact your ADP sales representative or visit us at [adp.com/401k](https://adp.com/401k).

**IMPORTANT: ADP, Inc. owns and operates the ADP.com website and ADP mobile app. MyADP Retirement Snapshot makes no assumptions about your tax status or savings and should not be used as the basis for any planning decisions. The likelihood of various savings outcomes are hypothetical, do not reflect actual investment results or market fluctuations and are not guarantees of future results. Results may vary potential savings scenarios, with each use and over time.** Information utilized to make projections includes the user's age, current annual compensation, account balance, deferral rate, and projected retirement age and state. Inputs can be changed to present different scenarios. MyADP Retirement Snapshot is provided for educational purposes only to understand the benefits offered by retirement plan participation.

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