

Innovation Phoenix: Getting our customers curious about their savings

Background: Curiosity:

- A key pillar within our Sustainability programme is delivering for our customers: we are committed to contributing to the closure of the growing pensions and savings gap by addressing the diverse needs of society and fostering better financial and social wellbeing.
- We are committed to promoting financial literacy and inclusion, educating and helping our customers to save more.
- We seek to engage with customers through all life stages, providing the right guidance and products, at the right time, to support the right choices to secure a life of possibilities.
- Research shows how curiosity can enhance learning and makes us more receptive to learning. Some studies have shown that curiosity makes our brains more receptive for learning, and that as we learn, we enjoy the sensation of learning. Curious people not only ask questions, but also actively seek out the answers.
- If we can find out what would make someone curious, we can develop things to nurture and encourage this in early learning in preparation for savings as well as in adult learning as customers go through their savings journey with us.



The Challenge

How can we get our customers curious about their pensions and/or savings?

Target Audience

Customers across Phoenix Group, including auto-enrolled Workplace scheme members and support for their Employers.

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Target Audience

Employers and their staff in the UK.