

## Innovation Phoenix: Using gamification to support Digital Literacy

### Background Digitalisation:

- 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 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.
- We are focused on driving forward our digital strategy and developing innovative digital solutions to support our customers understanding of their savings product
- Creating tangible solutions to engage and keep our customers interested in both general digital services and thereafter their pensions and savings products is core to meeting both of the above ambitions under our Sustainability agenda.
- Research has shown that a key way to encourage sustained engagement is through 'gamification' style tools and rewards which are relevant and interactive.
- We are therefore exploring the ability to create an immersive approach which builds excitement and desire to upskill; demonstrating to our customers the reward available in saving.



### The Challenge

How could we use gamification to encourage our customers to engage with digital services?

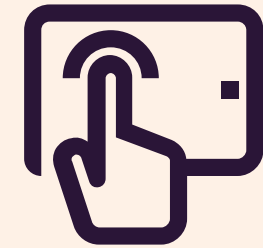
### Target Audience

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

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Employers and their staff in the UK.