

CLIENT STORY

A Behind the Scenes Look at legalsuper's Award Winning Initiative to Unlock Member Data Using AI Segmentation Modelling

The legalsuper team turned member experience on its head using member data. With a digital-first approach, the team implemented data-led initiatives to make superannuation more personalised to its members, which resulted in around \$1.2m cost savings to the business!

Experience Improvements At-A-Glance:

350% 350% increase in members responses

19+ 19+ point combined jump in CSAT score.

94% 94% frontline issue resolution rate



Winner of 2022 Best Use of Data And Insights

Moving Beyond the Status Quo: Using AI & Machine Learning to Solve Member Segmentation

Many CX leaders can relate to challenges like data silos, database segmentation, a gap between offline and digital experiences, and hard-to-action member insights. Well, the legalsuper CX team was determined to tackle all of these head-on.

Last year, the team moved beyond a basic understanding of its member base—like gender and age—and toward detailed member segmentation using a machine learning algorithm that could be used to hyper-personalise the experience for members.

There are three goals when it comes to combining all member data in one place:

1. Equip teams with research-based insights reflecting changing member needs
2. Enhance each members' experience and retirement outcomes
3. Make superannuation relevant and engaging, while cost-saving for the business to combat churning members

With big goals and a strategy in place, legalsuper started their transformation. Let's see how they did it—and how you can, too!

Relateable CX Challenges:



Data silos



Database segmentation



Gap between offline and digital experiences



Hard-to-action member insights

Digging Into the Details: Where to Start

To start, the legalsuper team combined data across three channels—direct member feedback collected through the InMoment Platform, administrative data (Membership) and behavioural data (digital platforms). When all of this came together, it was clear that there was a lack of in-depth information about what members truly wanted and needed from their super fund.

The superannuation brand teamed up with InMoment to build a survey to fill in those gaps around retirement planning. Next up, the legalsuper team conducted primary research with its members through in-depth interviews and focus groups designed to extract combinations of life-stage, financial knowledge, behavioural, and attitudinal insights.

The data from the in-depth interviews and surveys was then consolidated into a robust live AI segmentation model to cluster members into distinct groups based on their preferences, needs, and behaviours.

Putting Members First: Identifying Unmet Needs

To aim for consistent cross-channel experiences, the team then embarked on implementing a member-centered design approach using the new AI segmentation model to better understand members' needs, motivations, and concerns, and also create more efficient and effective service and product design processes.

This rich data from the AI model helped legalsuper to start transforming its services channels—like the receiving financial advice—into a more integrated experience, led by digital and supported by human interactions. This meant providing a member experience that went beyond fast and friendly service delivery, to become more relevant and responsive to members' unique preferences.



Putting the AI Segmentation Model to Work

Based on the new segmentation model, the legalsuper team has been able to:

- Develop five research-based member personas
- Develop a retention and acquisition strategy for each segment
- Map out four key end-to-end member journeys
- Tailor member communications and services depending on their journey with legalsuper
- Develop an integrated service model and detailed channel strategy that informs the future direction of the Fund and enables legalsuper to deliver to the unique needs of each segment
- Understand where to invest in terms of servicing channels with a clearly defined roadmap of initiatives to service members

At its core, this initiative broke new ground in the super industry. For a fund of this size, this is the first time a product has been co-designed with members and close cross-functional collaboration throughout product development, and the result is a series of initiatives that are truly member-first. From here on out, products and services will be truly aligned to members' needs and values.

To demo a product or to contact us call:

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