

## Choice of Fund 2005 – 8 Communication Imperatives for Superannuation

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Superannuation faces a new era of competition when choice of fund begins in 2005. To thrive in this new environment, superannuation funds will have to change their communication and address the following:

1. Align your communication strategy with your business strategy and retention strategy.
2. Find and define your competitive edge in a way that produces “competitive perception”.
3. Undertake a “clear view” assessment of your communication and interaction, with special reference to points of differentiation and competitive edge.
4. Know your members and show that you know them through segmented communication.
5. Promote the unique benefits of your default fund.
6. Increase relevance and “touch points” via value added activity such as financial and lifestyle information. Add vitality and high interest lifestyle content to these member “touch points”, especially websites.
7. Select and commit to “key message differentiators” in areas such as fees, investment strategies, service, insurance and flexibility.
8. Generate education communication in a different, simple, targeted way.

The team at Manallack Pty Ltd are planners and strategists, with a special strength in writing and copy for competitive advantage. We bring together specialist designers, website and other production suppliers to provide a total package.

### **By Stephen Manallack**

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“You Can Communicate”, Pearson 2002