

Information, advisory services and
customer relationship management

Or

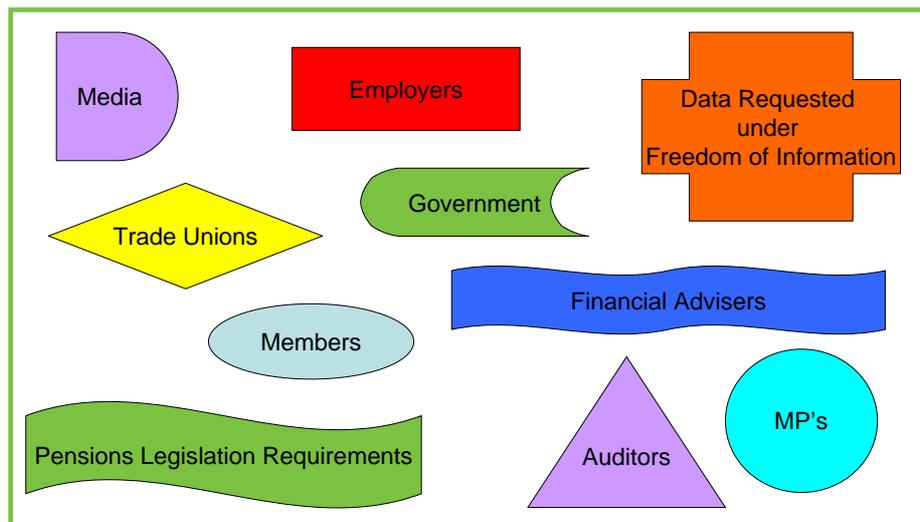
How do we manage customer
expectations

Ian Clapperton

Director of Operations

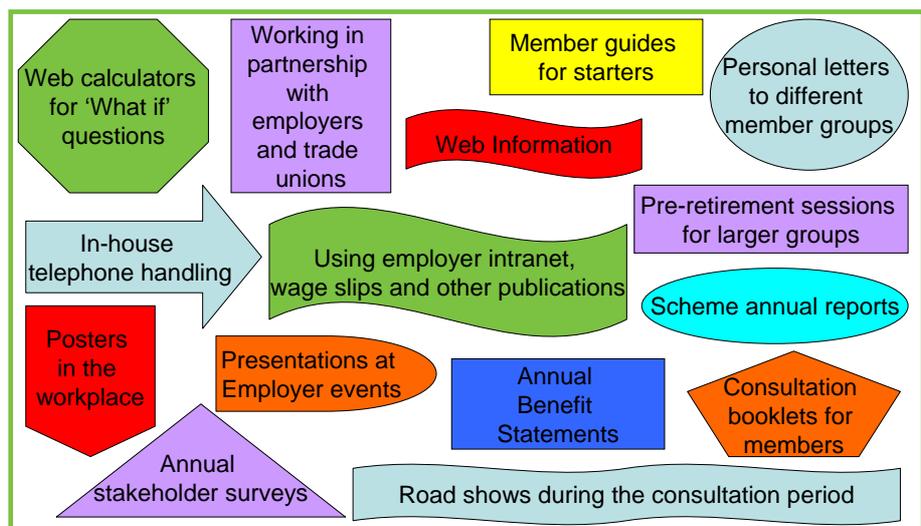
Scottish Public Pensions Agency

POTENTIAL CUSTOMERS





ACTIVE MEMBERS





PENSIONER MEMBERS

Annual Newsletter

Pension increase letter

Web
Information

Pay statements



STAKEHOLDER INITIATIVES

Specialist complaint and appeal team

DVD's for major changes and consultations

Employer Newsletters

Charging the customer for excessive requests for estimates

Use of call centres for telephone handling during consultations



THE WAY FORWARD

