

## CASE STUDY

# MetLife Retirement Plans

Using Macromedia® Breeze®, MetLife® makes retirement planning easier, pinpoints 401(k) investing messages, and helps to increase sales.



## Customer Profile

**Name:**

MetLife

**Industry:**

Financial Services

**Location:**

New York, NY

**Size:**

63,000 worldwide employees

**URLs:**

www.metlife.com

**Technology Solution:**

Breeze 5

## The Organization

MetLife Retirement Plans, a department of MetLife, Inc. (NYSE: MET), is a leading provider of 401(k) and other qualified retirement plan services for small and mid-sized companies throughout the United States. MetLife's retirement programs offer a wide selection of brand name investment options, tools to help employees make the right choices, and a benefits team to assist in plan administration.

## The Challenge

In order to increase participation in its 401(k) plans in the small to mid-size market, MetLife set out to strengthen its communications program. The company sought to overcome the two biggest barriers to retirement plan enrollment—confusion and boredom.

MetLife had its work cut out. Based on its research, only 31% of employees are currently satisfied with the communications about their 401(k) plans. "Faced with a 35-page enrollment booklet, it's no wonder people don't understand the basics of saving for retirement," said William Slater, vice president for MetLife Retirement Plans. It's a fact that face-to-face information sessions are essential for helping employees grasp the meaning of 401(k) plans, but not everyone responds to in-person meetings in the same way. The new marketing strategy had to complement personal contact, as well as print campaigns, and e-mail outreach—and it had to be easy to use, highly accessible, cost-effective, and flexible.

Slater understood that the Internet was the way to round out MetLife's communication program. Frustrated with expensive and cumbersome webcasting attempts, a member of Slater's team downloaded a demo of Breeze. "He took it home and installed it on his ancient IBM PC in his basement," said Slater. "After booting up, he launched Breeze and right away he knew it was the solution for our plan sponsors to provide flexible, 24/7 desktop information to 401(k) plan participants everywhere, anytime, using any version of technology."

## The Solution

MetLife rolled out Breeze presentations that make retirement planning, well, actually, interesting. Streaming over the Internet, Snoopy® and the Peanuts® gang deliver the MetLife brand in full force—making the complex variables of retirement easy to understand. Investment strategies, asset allocation, contribution levels, and life-stage scenarios are presented with Peanuts® voices, animated graphics, and video

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“Breeze has given us the ability to increase sales by providing custom communication strategies to small- and medium-sized companies that are normally reserved for large customers.”

**William Slater**  
Vice President  
MetLife Retirement Plans

seamlessly integrated. Users can stop and start a presentation at will, picking up where they left off, absorbing information at their own pace.

“Our research revealed that employees spend 30 minutes or less mulling over their benefit options,” said Slater. With Breeze, MetLife communicates more in less time. Now, an enrollment presentation that previously took an hour is distilled down to an effective and engaging 12-minute Breeze presentation.

MetLife is using Breeze to customize presentations for different demographic groups. For example, one presentation, which focuses on the basics of investing, is for employees between 25 and 40 years of age. For an older demographic, a presentation on strategies for the sunset years would be appropriate. In one instance, an employer recorded a personalized video introduction. “Rather than the one-size-fits-all intro, the plan sponsor sent us a video clip of their human resource staffer welcoming employees to the show,” he said.

Information gleaned from embedded survey questions enables MetLife to design follow-up communication programs. The results, which are shared with the employer with a few simple clicks, provide accurate quality control—down to the comprehension level of each slide. By tailoring Breeze presentations to targeted demographic groups, MetLife hones its marketing messages to a tee. “When an employee enrolls in a plan, they tell us if they are far from retirement or are nearing retirement; exactly where they stand on their career path,” said Slater. Based on that data, MetLife sends out a cycle of educational messages tailored to life stages, resulting in greater levels of employee contribution—and assisting customers in saving enough to retire prosperously. “Before we adopted Breeze, this type of targeted marketing was simply cost-prohibitive,” said Slater.

### The Results

The cost-effectiveness of Breeze has allowed MetLife to supply small- and medium-size employers with custom communication programs. “We can customize a 45-slide PowerPoint® presentation in about 15 minutes, and not spend a dime sending a person to deliver it. It’s just e-mailed,” said Slater.

“If we could reach 10% more participants through Breeze enrollments, we would have been thrilled,” stated Ben Bacon, a communications manager for MetLife’s Institutional Marketing. “In fact, our success rate has been closer to 20%.”

For reaching people cost effectively, the return on investment has been almost immediate. In the first nine months of the Breeze rollout, 7,000 people viewed presentations. Nearly half of them viewed at least half the presentation, constituting 3,000 meaningful interactions (according to MetLife’s standard). Without Breeze, it would have taken 150 live enrollment meetings to reach the same number of people, with a price tag of about \$225,000.

MetLife sales directors train brokers on MetLife’s offerings, and are constantly on the road conducting individual meetings. Recently, a regional sales director used a Breeze live meeting and met virtually with nine brokers at once. In addition to the obvious time and travel expense savings, that one session led to four finalist presentations.

Other divisions in MetLife are looking to adopt Breeze technology to increase sales. “There’s not a marketing meeting in MetLife’s Institutional Business that doesn’t include interest in Macromedia Breeze,” said Slater.

### Benefits Summary

- Breeze technology is designed to help lead to increased sales and higher level of financial literacy
- Rapid development and online delivery enhances communication programs
- Highly flexible, easy to administer technology enables fast customization
- ROI apparent in broader customer reach and travel savings

Additional case studies can be found at: [www.macromedia.com/showcase/](http://www.macromedia.com/showcase/)

To contact a Breeze Specialist in the US or Canada, call **1-888-649-2990**.

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