

HARGREAVES  
LANSDOWN

# DRIVING POSITIVE OUTCOMES THROUGH ENGAGEMENT





# How it works

We have actively measured engagement among our client base for over four years and use these insights to drive real change for members. We know that individuals who are engaging with their savings and pensions are more likely to have positive future outcomes and identify seven metrics which we feel measures how well a member engages with their pension.

Importantly, these statistics are available at a scheme level, sector level and book level to allow for comparisons and dedicated campaigns for targeted boosting of engagement.

- **80% of members say they feel more in control** than with their previous pension
- **More than 65% manage their pension online** – of these 70% log in to their accounts at least every 12 months
- **19% of members choose their own investments** rather than just relying on the default fund
- **13%** of HL Workplace Pension members have opened additional wider savings accounts with us.

# Putting a score on employee engagement

		HL WORKPLACE CLIENTS, AUGUST 2023			
		HL AVERAGE	FS FIRM	CITY LAW FIRM	IT FIRM
Contributions	Paying more than the minimum	52%	56%	60%	79%
Investment Choice	Made an investment outside of the default	19%	32%	19%	32%
Pension Transfer In	Transferred in another pension	22%	30%	30%	33%
Additional Account	Saving into an additional account with HL	13%	30%	12%	18%
Online Access	Registered to view account online	65%	80%	73%	84%
Log In – Last 12 Months	Logged in to view account – last 12 months	70%	77%	62%	80%
Death Benefit	Set up a nominated beneficiary	25%	28%	37%	56%

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