

# FEAL Executive Forum

Employer Connections

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Head of Corporate & Institutional



“ I think we delude ourselves that our current relationships are about a deep and considered comparison of default super fund benefits.

For every single employer with a sound and considered super fund review process, I can find 1000 who consider fund choice a quick box ticking exercise.

Most employers don't even consider default important...

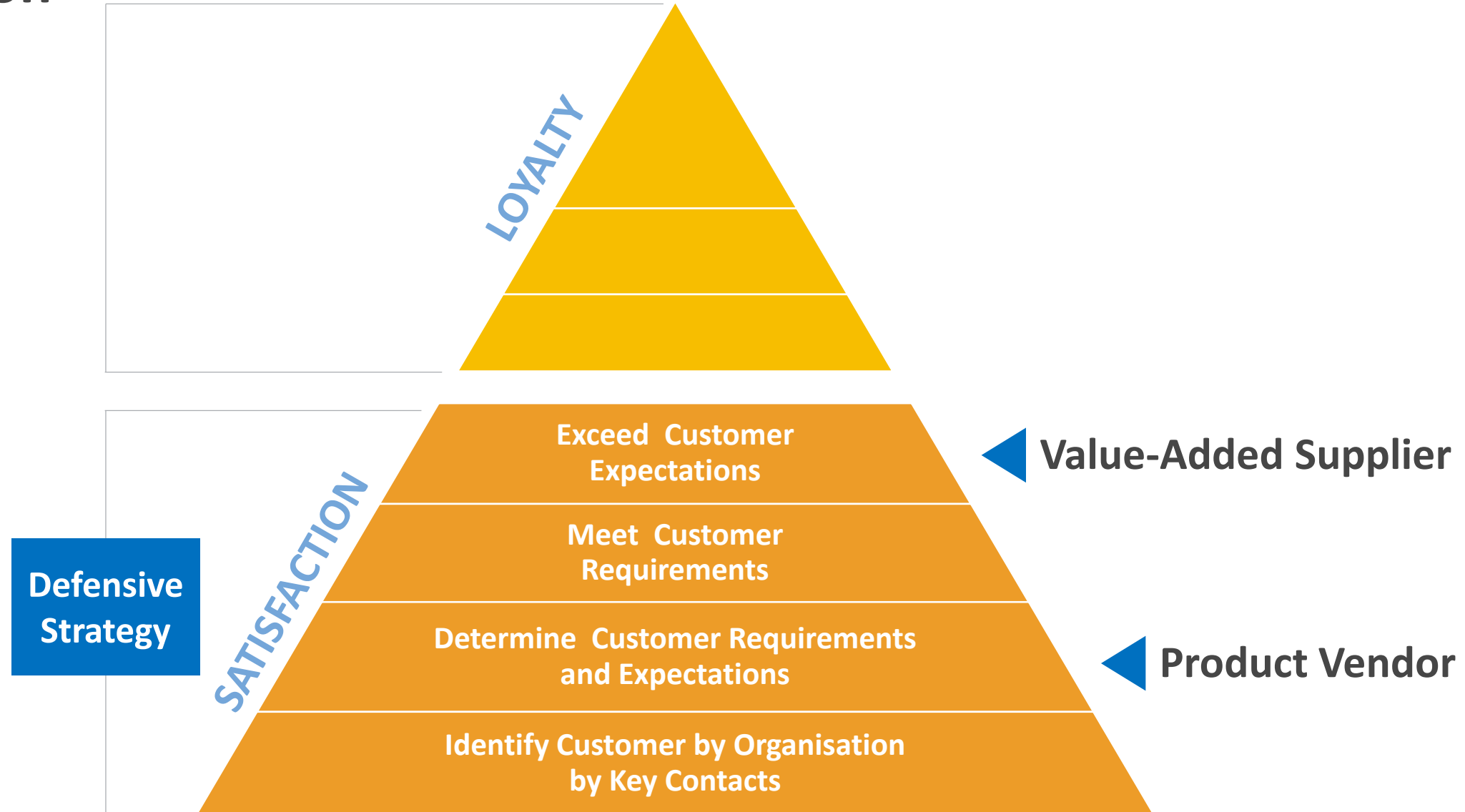
*Most employers have never even considered it.*”

“ Our future battle ground is therefore via technology, connection and simplicity...

Employers still need to on board new staff. These staff still need to select a super fund.

*We need to offer exemplary service for the employers who have a view on super - and total ease of access for those who do not.*”

# The building blocks for satisfaction



# Impact the path to the future

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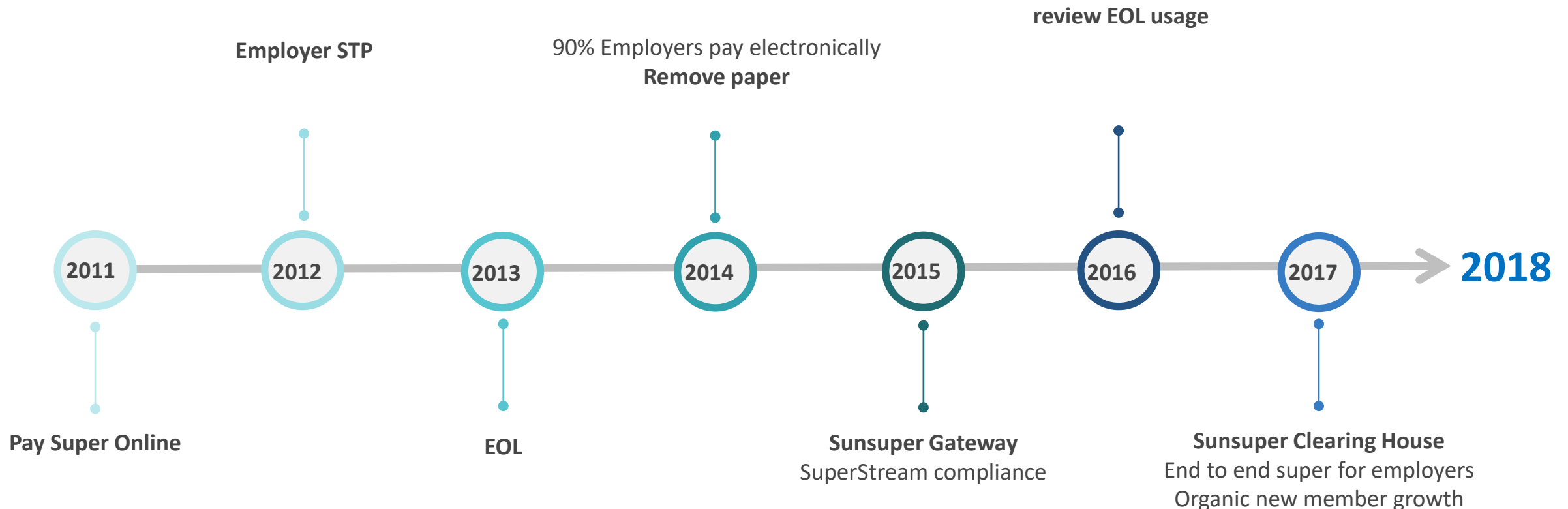
*"In 2020, everything we do will be about creating  
the best member (and employer) experience*

*by making the hard things easy and by helping before they know they  
need it."*

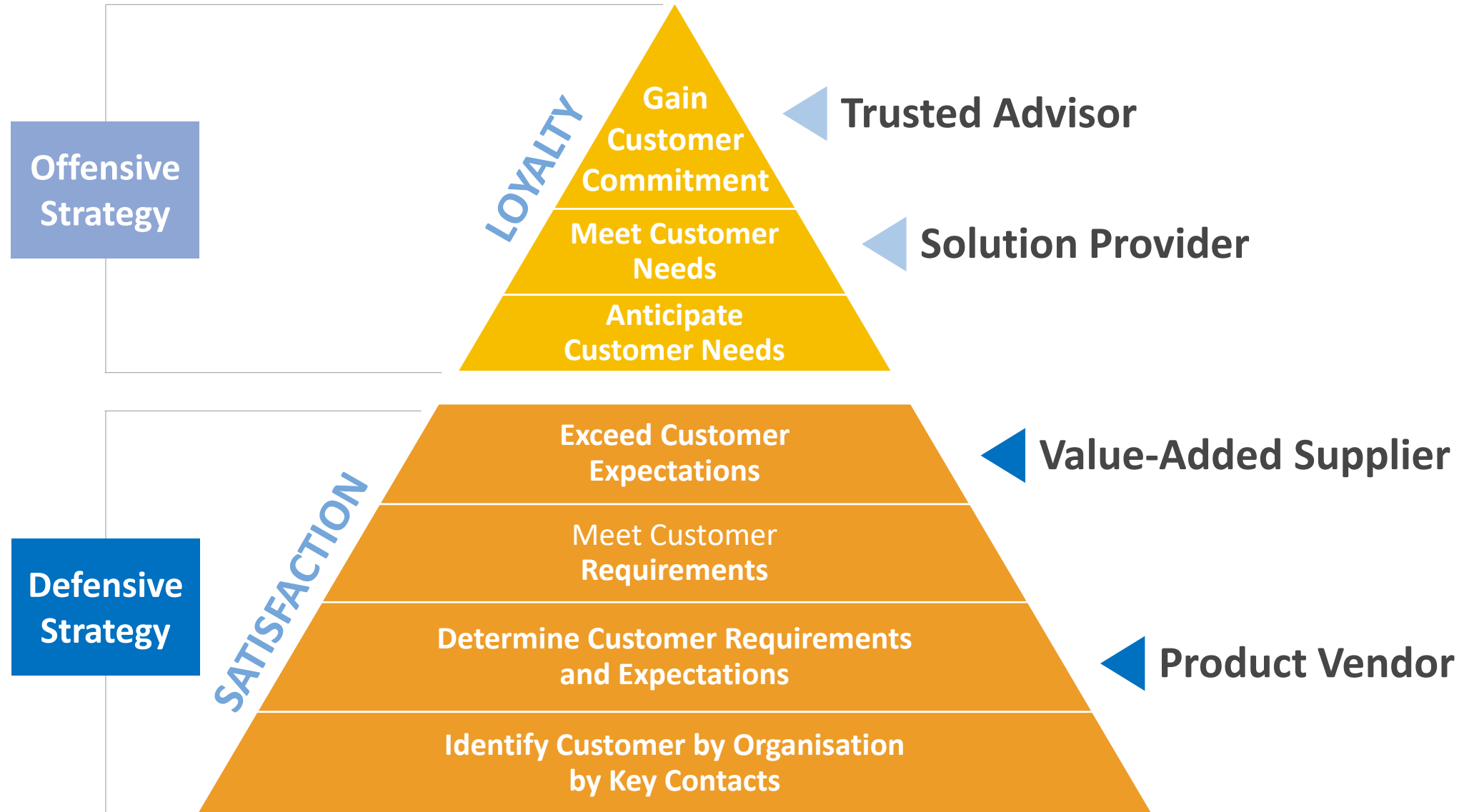


# Simplify employer **interaction**

Sunsuper has incrementally insourced every element of employer servicing - combining **control, scale** and **versatility**



# Beyond satisfaction



# Creating **the framework**

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- Build connection through understanding
- Deliver insights
- Build the capability of your people



# Building **loyalty**

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## Classic relationship building blocks

- Respect, honesty and trust
- Mutual emotional support
- Regular communication
- Agreement on matters important to you
- Shared perspective of the future
- Empathy and listening with intent
- Clarify expectations
- Keep commitments

# The core of credibility – character & competency

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## Integrity

Shared values , believes and behaviour. Candour, honesty

## Intent

Concern for others. Fundamental motive or agenda. Seeking mutual benefit. Acting in the **best interest** of everyone

## Capability

Ability to achieve. Talent, **attitude**, skills, knowledge, style

## Results

Track record. Getting it done **the right way**

**Thank you**

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