

CALSTRS | >

Elevating Customer Experience at CalSTRS

**CX Initiative
Update**

January 9, 2025



Agenda

01 **Background**

02 **CalSTRS' Customer Experience Journey**

03 **Key Findings**

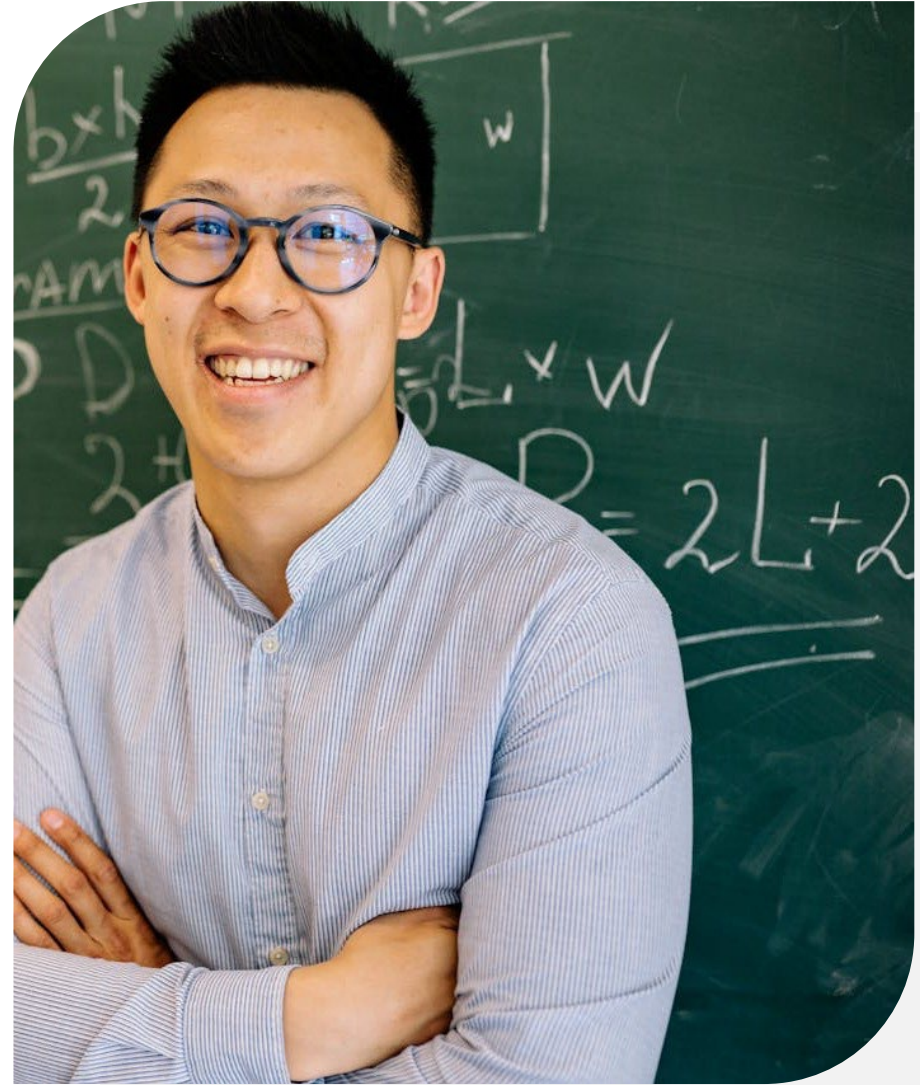
04 **Next Steps**

Objectives

Understand what the Customer Experience initiative is and why we are doing this.

Provide an update on what we've **accomplished** and what we're **focusing on next**.

**Customer
Experience (CX)
is how we
service,
empower and
engage our
customers.**





**The goal of CX is
to foster trust,
confidence and
engagement.**

The customer



Staff



Members



Stakeholders



Beneficiaries



Employers



Why are we focusing on CX?



Build on CalSTRS' strong foundation in service excellence to develop a comprehensive strategy.



Keep pace with evolving expectations for seamless and personalized services and experiences.



Improve awareness, encourage proactive behaviors, and engage communities.

CalSTRS' Customer Experience Journey



CalSTRS has embarked on this journey to better understand the current state of customer experience and **inform actions** we can take to enhance CX.


We are here.

MAR - MAY 2024

 **Insight Gathering**

- Established **vision** for Customer Experience at CalSTRS.
- Conducted **member and employee interviews** to understand current **strengths** and **opportunities**.
- **Assessed maturity** of CalSTRS' CX channels and capabilities and **benchmarked** against other organizations.

MAY - NOV 2024

 **Insight Synthesis**

- Developed **customer experience profiles** and current and future state **journey maps**.
- Held workshops with cross-functional leaders to identify, refine & prioritize **top CX opportunities**.
- Synthesized **initial observations** and **recommendations**.

NOV 2024 - FEB 2025

 **Insight Activation**

- Develop **recommendations** including:
 - Quick win opportunities
 - Design and communications strategy
 - Playbook for embedding CX throughout CalSTRS

Build **lifelong**
connections with
California educators
through **meaningful,**
effortless experiences.

CX VISION PRINCIPLES

CUSTOMER CENTRIC

Dedicated to serving our customers with empathy, compassion, and a commitment to their needs and satisfaction.

TRUSTED

Committed to build a lasting relationship through transparency, reliability, and accountability.

MEANINGFUL

Strive to deliver impactful and personalized experiences that resonate with customers and exceed their expectations.

EFFORTLESS

Strive to create seamless and intuitive experiences through unified and easy to understand interactions.

EVOLVING

Dedicated to delivering exceptional experiences by continuously improving and innovating across touchpoints.

Insight Gathering + Synthesis


How we gathered information

 **51**

Staff and member interviews



Observed 3 group sessions at different locations

 **45**

Staff survey participants

Design Review of CX/UX



Across CalSTRS.com, myCalSTRS.com, and 403bcompare.com

 **3**

Staff workshops

1. Visioning
2. Op Model
3. Roadmap

71 total participants

Maturity analysis of

 **10**

organizations

Pension peers, financial planning institutions and CX leaders

Key Outputs



CX Vision Statement



Customer experience profiles



Current and future state Journey Maps



Opportunities and Recommendations

Key Findings



CalSTRS delivers exceptional customer service and support with **dedicated and knowledgeable staff**.



CalSTRS receives **high-satisfaction scores for high-touch interactions**, setting a foundation for advanced CX capabilities.



Continuing to strengthen partnerships will **amplify communications**; and promote engagement with **early career educators**.



BenefitConnect and other new enterprise technologies will **streamline services and communications** across all business areas.



Simplified content will make financial planning concepts more accessible, approachable, and actionable.



Capturing and acting on **member profile attributes, behavioral analytics, and preferences** will personalize services.



NEXT STEPS

Insight Activation

Develop **recommendations**:

01

- Quick win opportunities
- Design and communications strategy
- Playbook for embedding CX throughout CalSTRS

02

Where appropriate, incorporate **learnings** into the **strategic plan**.

03

Activate CX recommendations.