



Measurable Results

The SmartPlan solution generates measurable results for providers, sponsors, and advisors — including cost savings, greater participation, increased assets under management, and ancillary business such as rollovers.

- **Reduced Costs:**

- Per-plan costs dropped from \$2,850 to \$1,350 per plan immediately upon deploying SPE for existing business
- Each block of 50 plans costs \$25K to service using SPE; would be \$142,500 without SPE (83% reduction)
- Reduced enrollment administrators from two per plan of 100 participants to zero — now all web-based
- Reduced service people from ten to two (80% reduction)
- Eliminated eight full-time enrollment agents (\$50K annual salary avg.)
- Eliminated enrollment manager (\$80K annual salary)
- Eliminated booklets and mailing costs (\$7 avg. per person)
- Eliminated enrollment travel and meetings (\$1,500 avg. per mtg)
- Reduced employee count 60%: from 40 to 16
- Per-plan administration costs dropped by 60%
- Moved to smaller office space, reduced facility costs

- **Higher Performance:**

- New participants enrolling through SmartPlan choose an average deferral rate of 9.3% — compared to 6.9% national average
- Existing participants that revisit their plan through SmartPlan are increasing their contributions by 2.3 percentage points, on average
- Over 80% of participants in SmartPlan are choosing the plan's model funds and target-date funds
- Increased participation from 50% to 90% for plans using SmartPlan