

Overview & Plans for the Future

May 2022



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Website Overview

The **Surrey Pension Fund website for Employers** has seen an increase in visitors across the month - with a particular increase in new visitors.

The employer website continues to be a regular point-of-call for users looking for the 'My Pension' portal, as shown by the link being the 3rd most visited page. We will explore the cause of this.

The **Surrey Pension Fund website** saw very high traffic as a result of the Active Member newsletter and Annual Benefit Statement communications. The large spike in visits to the contribution page could be a result of the 'Increasing your Benefits' webinar held on 25 May.

'My Pension' Portal (MSS) Overview

The percentage of members signed up across the different member groups has remained the same. However, our total member percentage has increased from 40% to 41%.

The data shows a large move of members from being Active members to Pensioners.

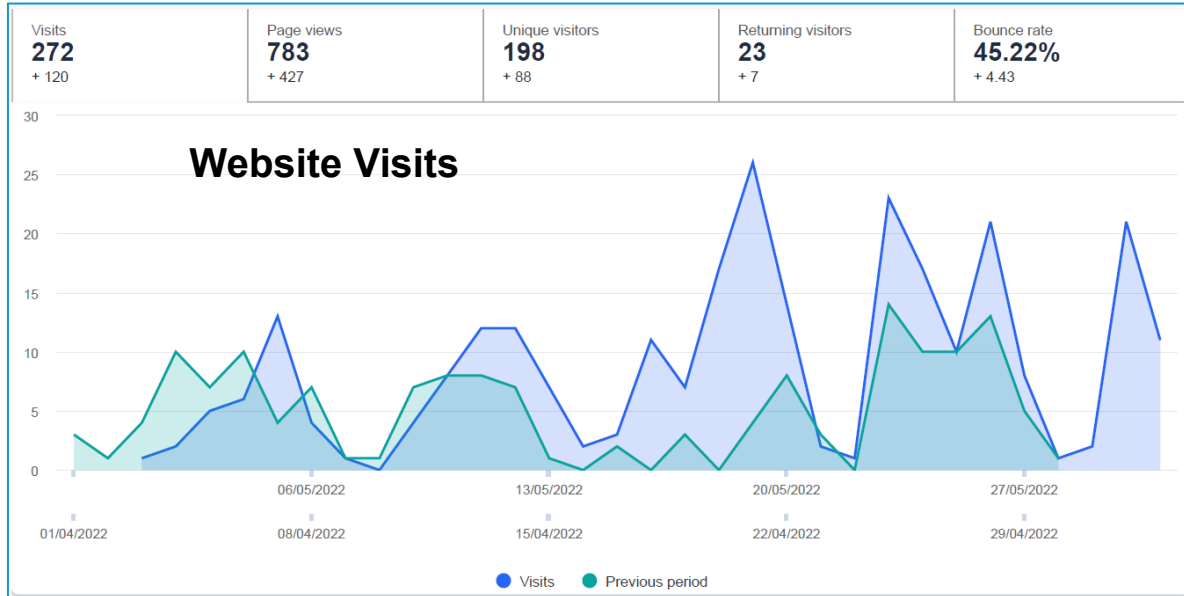
Plans for the future

We have begun Annual Benefit Statement communications with members which should see an increase in registration and interaction with the 'My Pension' Portal.

We have more member presentations/webinars this month, one of which is solely about the 'My Pension' Portal.

Surrey Pension Fund Website for Employers

Website & Page Views



272
Total Visits

783
Page Views

Most popular pages

The most popular pages based on the number of page views.

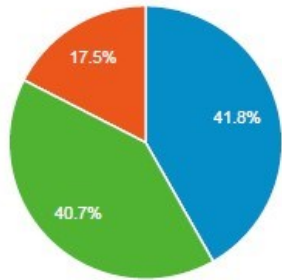
#	Title		Page views % of total	Visits % of total	Avg. page views
1	Surrey Pension Fund for Employers https://employers.surreypensionfund.org.uk		135 17.2%	92 33.8%	1.47
2	Forms and publications Surrey Pension Fund for Employers https://employers.surreypensionfund.org.uk/forms-and-publications		109 13.9%	77 28.3%	1.42
3	'My Pension' member self-service Surrey Pension Fund for Employers https://employers.surreypensionfund.org.uk/members/self-service		43 5.5%	35 12.9%	1.23
4	Contact us Surrey Pension Fund for Employers https://employers.surreypensionfund.org.uk/contact-us		38 4.9%	23 8.5%	1.65
5	Opt out Surrey Pension Fund for Employers https://employers.surreypensionfund.org.uk/new-members/opt-out		34 4.3%	20 7.4%	1.70

Surrey Pension Fund Website

Website & Page Views

Visits by Traffic Type

■ direct ■ organic ■ referral



Visits

3,227

% of Total: 100.00% (3,227)



Unique Visitors

2,417

% of Total: 100.00% (2,417)



New Visits

2,213

% of Total: 100.00% (2,213)



Average Visit Duration

00:01:53

Avg for View: 00:01:53 (0.00%)



Page views

8,175

% of Total: 100.00% (8,175)



Bounce Rate

53.36%

Avg for View: 53.36% (0.00%)



Visits and Pageviews by Mobile

Mobile (Including Tablet)	Sessions	Page Views
No	2,300	5,882
Yes	927	2,293

Most visited pages

Page	Sessions	Avg. Time on Page
/	1,985	00:01:23
/forms-and-publications/active-member-newsletter-spring-2022/	190	00:01:11
/forms-and-publications/	125	00:00:51
/about-the-scheme/membership-and-contributions/	101	00:02:10
/surrey-pension-fund/about-us/forms-and-publications/	98	00:01:10

3,227
Total Visits

8,175
Page Views

Visits

● Sessions



'My Pension' Member Self Service — Overview

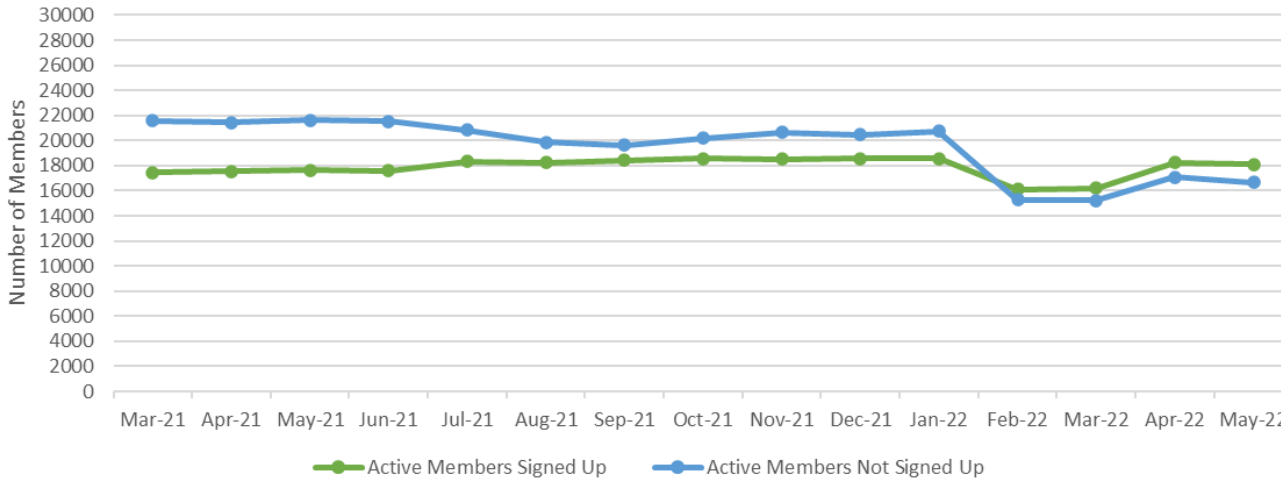
Monthly Member Figures

Member Group	Number Registered	Number Not Registered	Total Members	Percentage Registered
Active	18,107	16,647	34,754	52%
Deferred	16,841	25,870	42,711	39%
Pensioner	8,603	17,393	25,996	33%
Widows & Dependants	238	3,552	3,790	6%
Total Members	46,507	68,270	107,251	41%

'My Pension' Member Self Service — Active Members

Monthly Member Figures

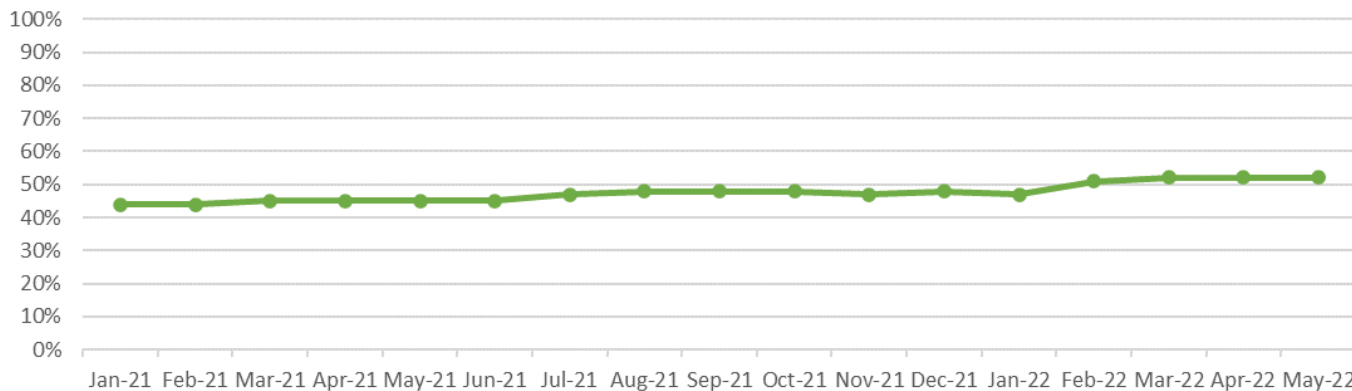
Surrey Active MSS Membership Numbers



52%

Percentage of Active Members Signed Up to MSS

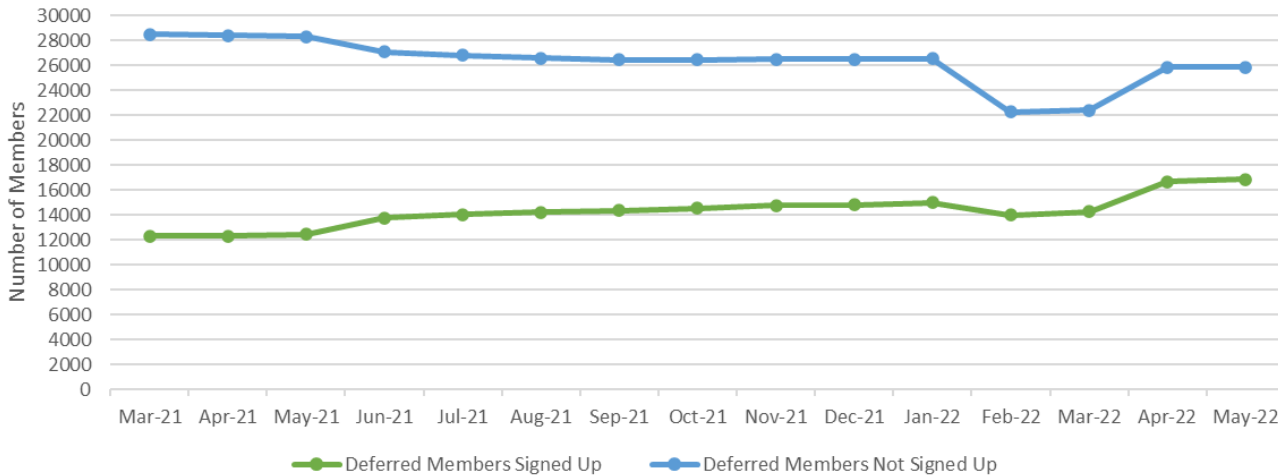
Percentage of Total Active Members Signed Up



'My Pension' Member Self Service — Deferred Members

Monthly Member Figures

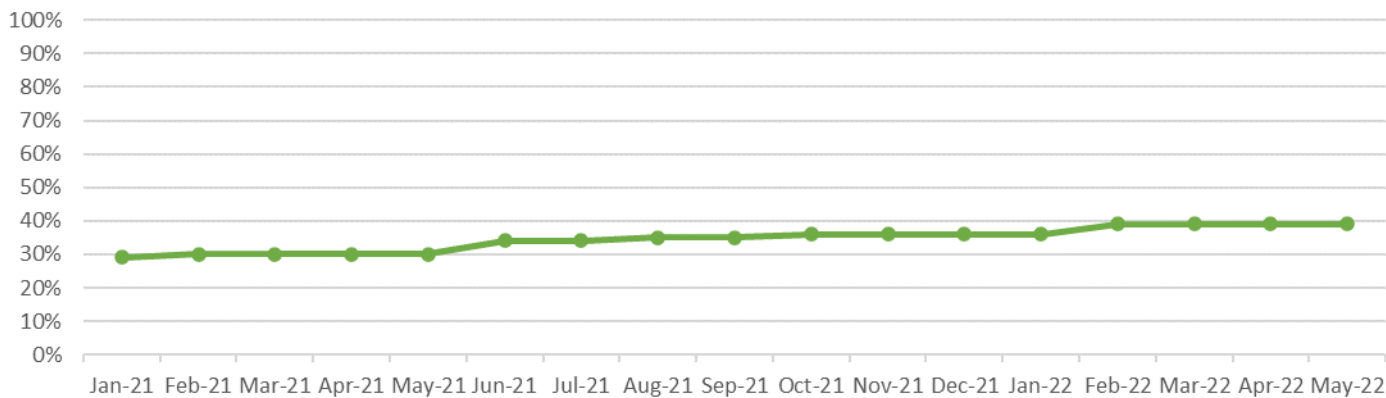
Surrey Deferred MSS Membership Numbers



39%

Percentage of Deferred Members Signed Up to MSS

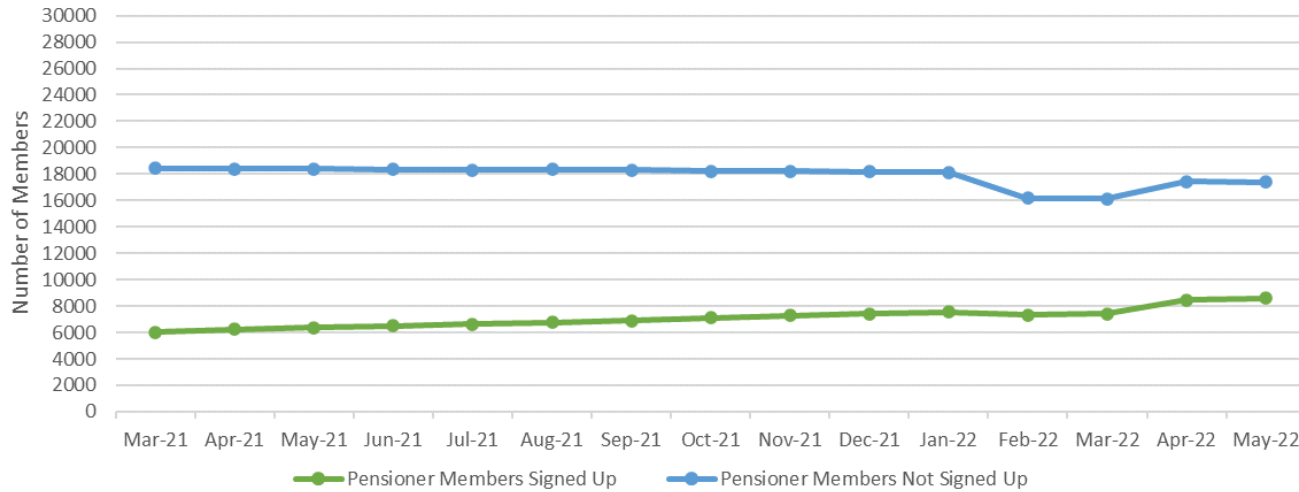
Percentage of Total Deferred Members Signed Up



'My Pension' Member Self Service — Pensioner Members

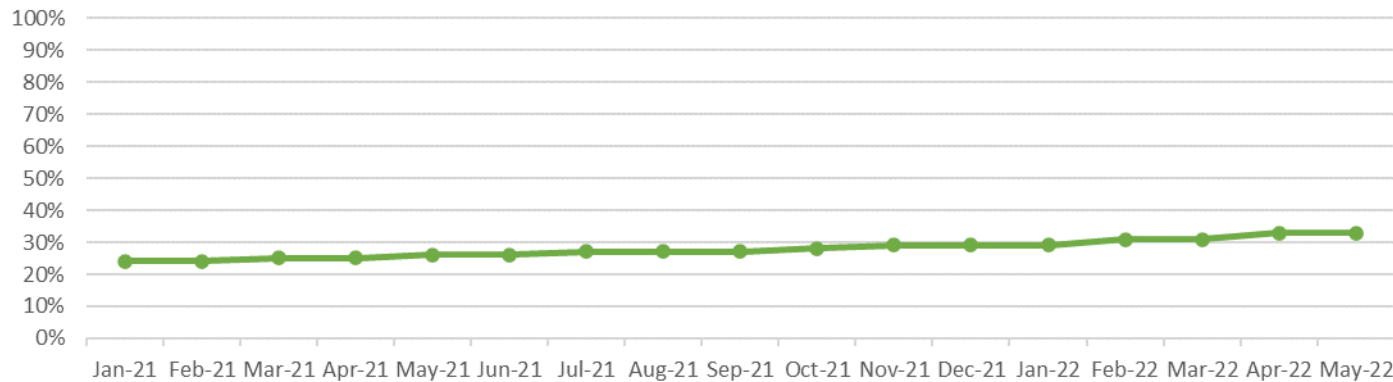
Monthly Member Figures

Surrey Pensioner MSS Membership Numbers



33%
Percentage of Pensioner Members Signed Up to MSS

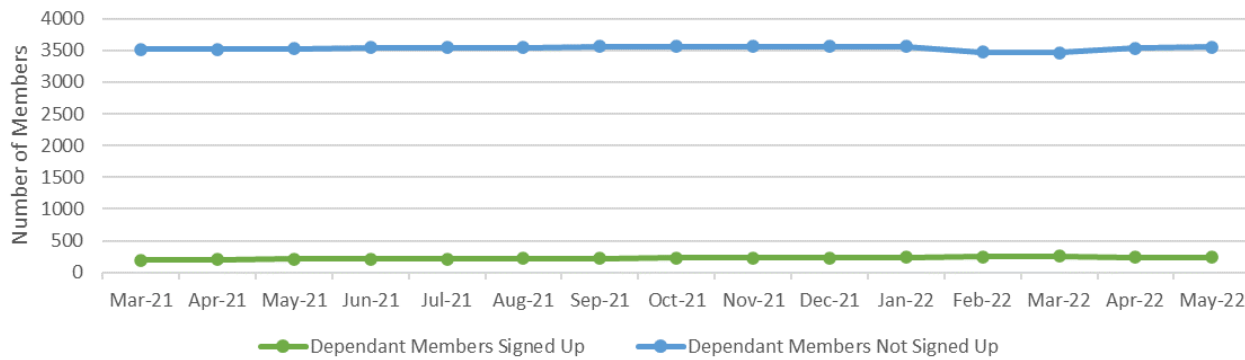
Percentage of Total Pensioner Members Signed Up



'My Pension' Member Self Service — Dependant Members

Monthly Member Figures

Surrey Widows & Dependants MSS Membership Numbers



6%

Percentage of Widow & Dependants Members Signed Up to MSS

Percentage of Total Widows & Dependants Members Signed Up

