

Summary of member communications - Appendix 3

April:

| Month | Emails from members in LGPS mailbox | Calls from Members | 1:1 visits | Website Visits (sessions) | Website Page Views | MPO registration queries | Comments | Complaints | Compliments | Events |
|--------|-------------------------------------|--------------------|------------|---------------------------|--------------------|--------------------------|----------|------------|-------------|--|
| Apr-25 | 1343 | 1512 | 0 | 14,505 | 37,667 | 577 | 5 | 0 | 11 | Open Lines sent to pensioners 03/04/2025. Easter holidays for schools. |

- Calls were 1,512 which is slightly up from last month. It's much less than the same time last year. We took about 2,400 then as we had sent out a letter to all members about digital by default.
- Emails were 1,343. It's the same as last month.
- MPO queries were 577. This is more than usual but down about 200 from last month.
- Website visits were 14,505 which is about 1,000 more again than last month.
- The most popular pages on the website were MyPension Online, Open Lines, What you can do in MPO, Webinars for members, and Joiner Pack. It's good that it is showing members are using Joiner pack as we have a lot of new starts in April.
- Most popular search terms were MPO, increasing pension, opting out, transfers, and contributions. It shows that members are looking for information about the new contribution rates in April. Opting out has come back in the top 5 search terms so they may be looking at their finances at the start of the financial year.

May:

| Month | Emails from members in LGPS mailbox | Calls from Members | 1:1 visits | Website Visits (sessions) | Website Page Views | MPO registration queries | Comments | Complaints | Compliments | Events |
|--------|-------------------------------------|--------------------|------------|---------------------------|--------------------|--------------------------|----------|------------|-------------|--|
| May-25 | 1351 | 1589 | 0 | 12,437 | 30,877 | 503 | 9 | 0 | 7 | P60s for pensioners despatched with April payslip. 2 bank holidays. Half term was last week in May |

- Calls were 1,589 which is about the same as last month. It's much less than the same time last year. We took over 2,000 then as we had sent out a letter to all members about digital by default.
- Emails were 1,343. It's the same as last month again.
- MPO queries were 503. It's about the same as last month.
- Website visits were 12,437 which is the lowest since Christmas.
- The most popular pages on the website were MyPension Online, Joiner pack, Opting out, Webinars for members, and Contributions.

- It's interesting that contributions have come into the top 5 after many current members would have received their revised banding letters in April.
- Although members consistently search for opting out, the actual page has not been in the top 5 for months so this is significant. Over 95% of visitors navigate so pages are important. The fact opting out is back in the top 5 pages after a very long time suggests that members may be struggling financially.
- Most popular search terms were transfers, opting out, death, increasing pension, and retirement.

June:

| Month | Emails from members in LGPS mailbox | Calls from Members | 1:1 visits | Website Visits (sessions) | Website Page Views | MPO registration queries | Comments | Complaints | Compliments | Events |
|--------|-------------------------------------|--------------------|------------|---------------------------|--------------------|--------------------------|----------|------------|-------------|---|
| Jun-25 | 1295 | 1508 | 0 | 14,549 | 33,483 | 476 | 10 | 0 | 9 | Email sent to all status 1s that we hold an email for about SMS text on MPO on 30 June 2025. A lot of members accessed the website on that last day 30 June 2025. |

- Calls were 1,508 which is about the same as last month.
- Emails were 1,295 which is about the same as last month.
- MPO queries were 476 which is about the same as last month.
- Website visits were 14,549 which is average. It jumped on the last day 30/06/2025 because the email was sent out to all status 1 with an email address about SMS text on MPO on 30/06/2025.
- The most popular pages on the website were MyPension Online, Contact us, Opting out, Joiner pack and Contributions.
- Most popular search terms were opting out, transfers, flexible retirement, ill health, and death. Flexible retirement has not been in the top 5 search terms for years, if at all. E&S Team confirmed they are also receiving queries from employers about flexible retirement. Consequently, it seems far more members are looking to flexible retire.