



Building Trust & Engagement Through Stakeholder Communication: From Institutional Language to Member Relevance

Mmila Fund Administrators

Mmila is a Botswana-based retirement fund administrator focused on creating value across the retirement and insurance ecosystem. Beyond fund administration, we provide bespoke retirement and insurance solutions that respond to the evolving needs of our clients and members.

We create value through reliable administration, responsive service, member education, communication, digital access and solutions that make financial security simpler and more accessible throughout the member journey.

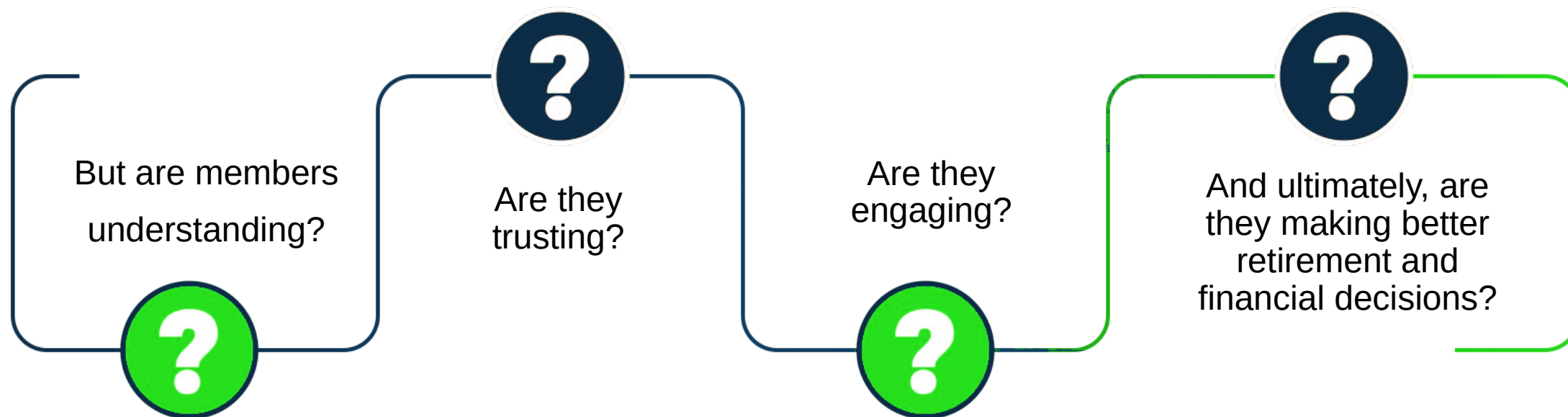
As an evolving and growth-focused company, Mmila is continuously looking at how we can innovate, expand our solutions and take our expertise beyond Botswana's borders.

And this is where communication becomes critical. We cannot create value that people cannot understand, access or trust.

The Communication Problem

If a member receives every communication from their retirement fund, but does not understand it, have we really communicated?

The industry is communicating.



What is Communication?

Communication is the purposeful creation and exchange of meaning between an organisation and its stakeholders.



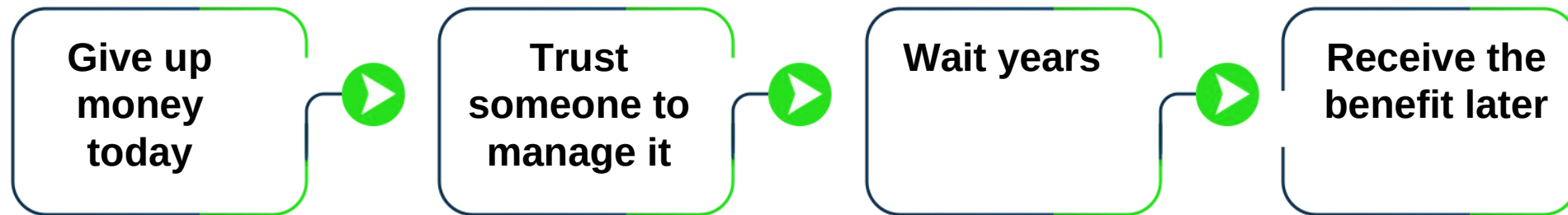
Sending is an organisational activity. Understanding is a stakeholder outcome.

Example:



Why Trust Matters..

The Retirement funds industry has a unique communication challenge because they ask members to make a sacrifice today for a benefit they may only fully experience decades later.

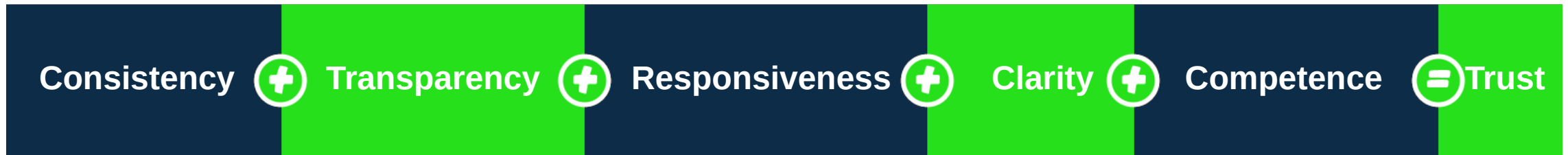


The member therefore has to trust the administrator, fund, trustees, system, regulators, technology

Retirement savings is fundamentally a long-term promise. Communication helps make that promise believable.

Why Trust Matters

Trust is not created by one annual statement or once off communication. It is accumulated through repeated experiences:



Trust is built long before the member reaches retirement.

From Institutional Language to Member Relevance

Institutional language - **“What do we need to tell members?”**

Member relevance - **“What does this mean for this member?”**

Institutional communication

Members are advised that the Fund's investment portfolio experienced a negative variance against benchmark during the reporting period.

Member relevance

Your retirement savings went down this quarter because investment markets performed poorly. This does not necessarily mean you have lost your long-term retirement benefit. Your savings remain invested, and markets can rise and fall over time.

Member Relevance

5 questions every communication should answer:



1. What is happening? *Information*
2. Why should I care? *Relevance*
3. What does it mean for me? *Implication*
4. What do I need to do? *Action*
5. Where can I get help? *Pathway*

Tenets of Member Communication

WHO – WHAT – WHERE (Tone and Language)

WHO?	WHAT?	WHERE?
Gen Z	What do they need to know	Social media, Short videos
Working age members		Email, Webinars
Pensioners		Physical engagements, SMS

The Member has evolved, have we?

Today's pension member is not the same member we were designing services for a decade ago. They are digitally connected, time-conscious and accustomed to convenience.

They expect to find information quickly, complete simple transactions themselves, receive timely updates and interact with organisations through channels that fit into their lives.

From “Contact Us” to “Help Yourself”

The question is no longer whether our members are ready for digital. The question is whether our pension institutions are ready to serve them there.

Thank You

