



# CalSavers Quarterly Board Update

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# Today's Highlights

- ✓ **Wave 2024 Progress**
- ✓ **Payroll Provider Experience**
- ✓ **2025 Planning**

## Current & Future Work

- **September:** Wave 2024 Outreach
  - Approx. 42k newly eligible ERs
  - Over 2,500 registered; nearly 80% of those have uploaded EEs.
- **October:** CID Logic Enhancement
  - ↓ Address-related failures
  - ↑ Saver eligibility
- **December:** Launching new QuickBooks experience via payroll aggregator.
- **Q1 2025:** Wave 4 Early Engagement
  - Portal updates for easier exemption path
  - Flights of geographic outreach concentrated in February-June.
- **Early 2025:** Target Retirement Fund Lineup
- **Throughout 2025**
  - Additional payroll provider connections launched via aggregator network.
  - Prioritizing additional work in collaboration with state team.



**Marketing**

# Marketing Review

Activities	Status	Updates
<b>Saver-Focused</b> <ul style="list-style-type: none"> <li>Statement Messages</li> </ul>	On Track	Prepping for Q4 / annual messages <ul style="list-style-type: none"> <li>Disclosure re: 2025 fund event</li> </ul>
<b>Wave 2024 Employer Onboarding</b> <ul style="list-style-type: none"> <li>Letters</li> <li>Emails</li> </ul>	In Progress	Measuring impact of ongoing campaign.
<b>Intuit QuickBooks Integration</b> <ul style="list-style-type: none"> <li>Portal Updates</li> <li>Web Banners</li> <li>Emails</li> </ul>	On Track	Started work on portal updates and continuing communications series.
<b>Web Updates</b>	On Track; Continuing as Needed	Prepping for 2025 IRS limit updates.
<b>Wave 4 Early Notification Campaign</b>	Paused until Q1 2025	Pending development work.

# Intuit QuickBooks Integration Communications

Offering multiple paths to ERs during interim period.

Date	Tactic	Email Topic
10/15/24	Email	Disconnect and manually facilitate.
12/13/24	Portal banner Email	New integration available.
1/9/25	Email	Reminder of new integration.
2/7/25	Email	Integration available for employers who registered during gap.



THIS IS NOT A SOLICITATION.  
OFFICIAL NOTICE FROM THE STATE OF CALIFORNIA FOR  
Dynamic Employer Name Test

**New QuickBooks Integration Now Available**

You are receiving this notification because %%employer name%% has used the Intuit QuickBooks integration with CalSavers. To improve your experience and avoid disconnections, a new third-party company, Payroll Integrations, provides a platform that will link CalSavers and Intuit QuickBooks. Please note, the old Intuit QuickBooks integration will no longer be supported by Intuit as of December 31, 2024.

Payroll Integrations is secure and easy to use. Employee roster and payroll data are automatically sent from Intuit QuickBooks to CalSavers.

Payroll Integrations charges a monthly fee for this service. Your pricing tier is determined monthly after payrolls are processed and is based on the number of employees that were actively saving through CalSavers for that prior month. There is no fee when there are no employees actively saving.

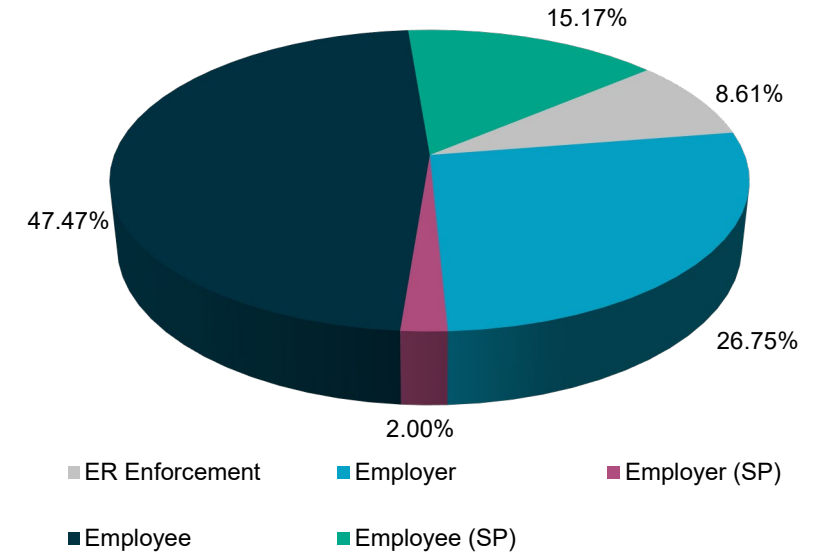


# Client Services

# Volumes & Metrics

Volumes	Total	Q1	Q2	Q3	Q4
Total Calls Offered	<b>231,392</b>	88,154	67,531	75,707	
Year-Over-Year Change	-2%	+22%	-8%	-16%	
ER Enforcement	19,918	2,258	4,931	12,729	
Employer	61,887	25,724	17,408	18,755	
Employer (SP)	4,632	1,806	1,345	1,481	
Saver	109,846	44,051	33,475	32,320	
Saver (SP)	35,109	14,315	10,372	10,422	
SLA <sup>1</sup> Performance	Total	Q1	Q2	Q3	Q4
Average Speed to Answer	<b>1:52</b>	<b>2:46</b>	<b>0:41</b>	<b>1:57</b>	
Abandon Rate	4.92%	6.97%	<b>1.57%</b>	5.52%	
Other Metrics	Total	Q1	Q2	Q3	Q4
Average Handle Time	6:24	6:50	6:26	5:54	
Total Callbacks	35,520	18,325	3,276	13,919	
Average Callback Time	9:23	11:13	4:37	8:06	

2024 Call Volume Breakdown

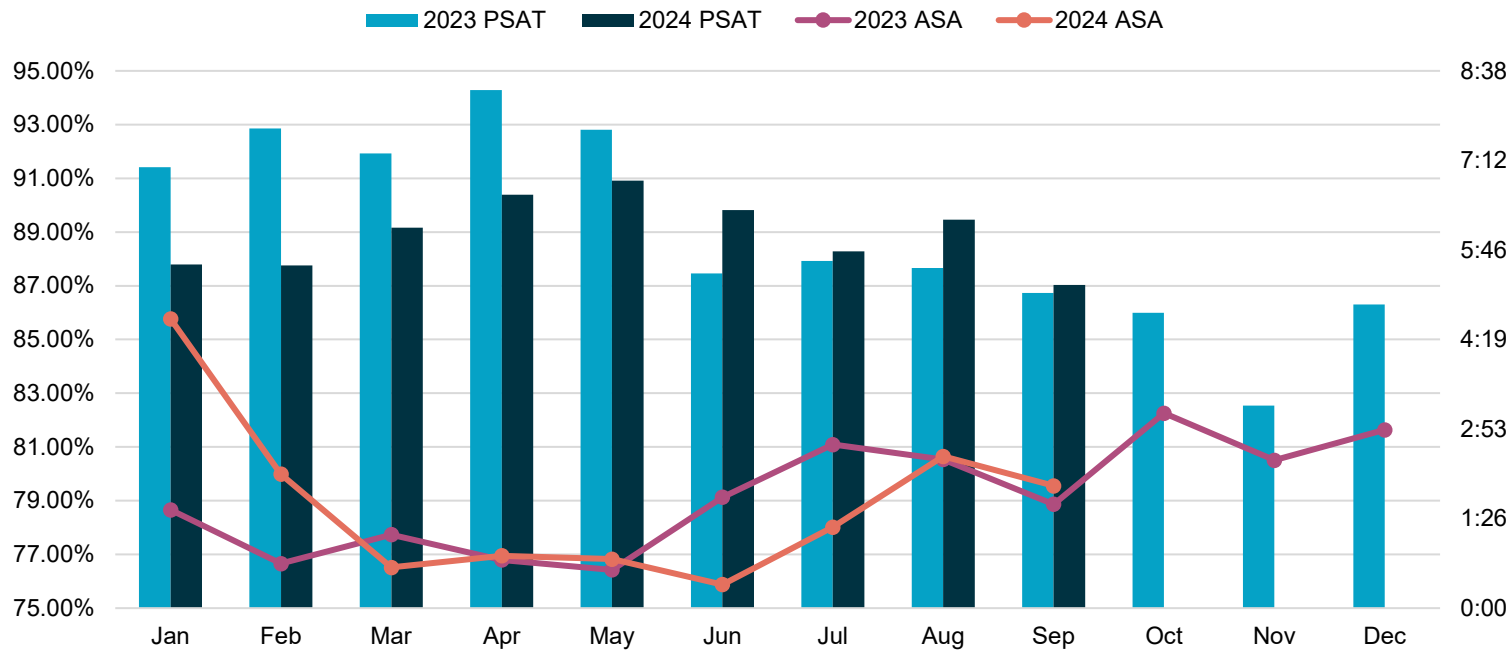


<sup>1</sup> SLAs are contractual commitments regarding performance standards for client servicing functions. In the agreement between CalSavers and Ascensus, these are called “Administrative Benchmarks.” The SLA for Average Speed to Answer is 3 minutes or less, measured quarterly. The SLA for Abandon Rate is less than or equal to 4% of inbound calls.

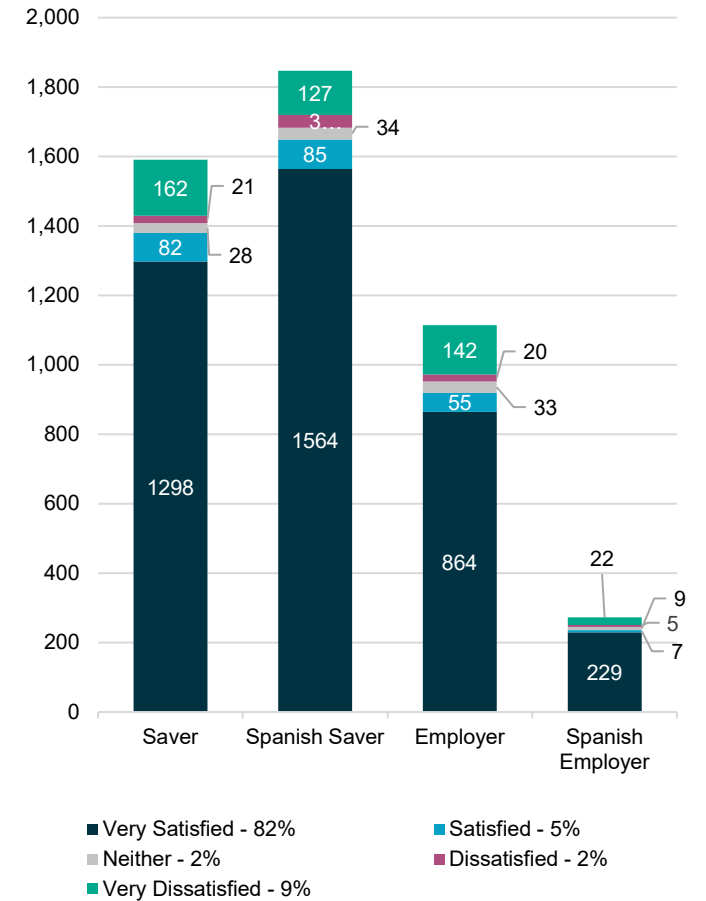


# Client Experience

Participant Satisfaction (PSAT) vs. ASA



Was your request resolved to your satisfaction during today's call?

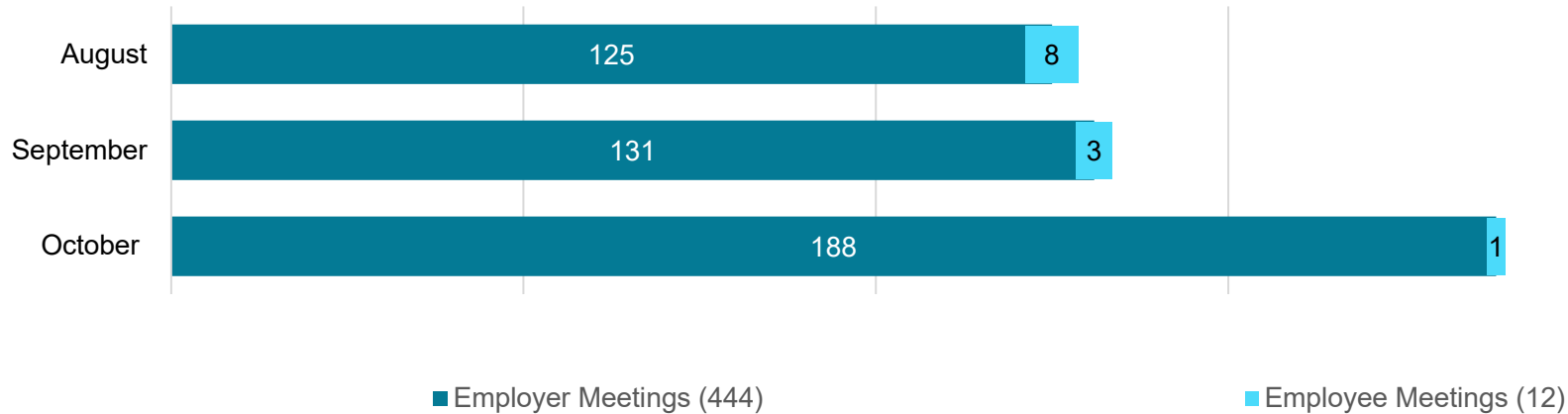




# Field & Outreach Activity

# Field Team Meeting Metrics

## Summary of Outreach Activities (August through October)



## Employer and Community Engagement

**444 one-on-one ER** educational meetings conducted in English, Spanish, Cantonese and Mandarin.

**12** employee presentations.

Enforcement-related outreach impacting **8,211** employers to move towards compliance.

Local outreach to **1,523** employers with **78%** having made onboarding progress in response.

Aided in converting **2,310** employers to contributing and **4,797** to add employee rosters since last Board meeting.

## Q4 2024 Field Team Priorities

1. Working with enforcement-eligible population to become compliant.
  - Emphasis on Type 03 ERs and navigating initial submission of payroll.
2. Assisting ERs through QuickBooks integration transitional period.
  - Moving some to manual facilitation temporarily or permanently; socializing new integration option.
3. Onboarding newly-eligible Wave 2024 employers.
4. Collecting testimonials, pictures, and success stories.
  - Leveraging experiences of smaller Wave 3 employers during Wave 4 early engagement campaigns.