

Milliman **Goals-Based Advice Platform**

Use Scenario: Members' Outcome Segmentation

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The Milliman Goals-Based Advice (GBA) Platform is a breakthrough in financial services technology: a modeling platform based on actuarial expertise built from working with the world's financial giants now applied to individual investors.

Flexible and comprehensive model for any application.

The GBA Platform can digest and analyze a practically limitless set of inputs and information which can be applied in any number of ways.

Let's look at how the GBA Platform could be applied to help pension funds track and improve member outcomes.

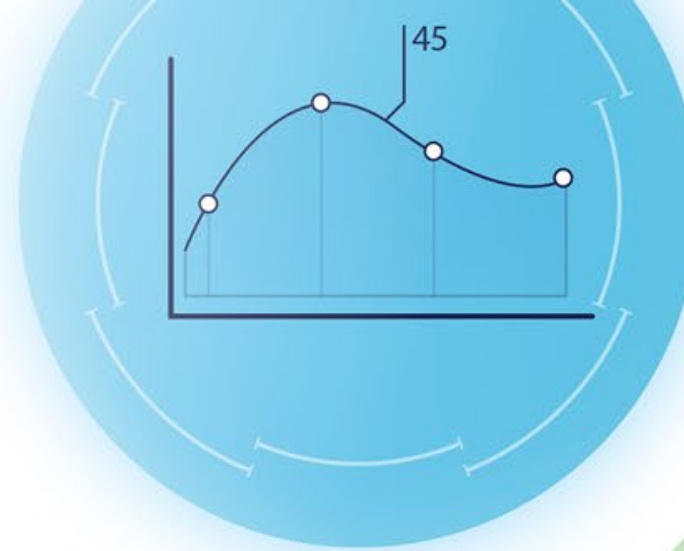
Use Case Overview

Pension funds typically base investor (member) outcome analysis on snapshots in time, relying on basic information such as age and account balance, with little visibility into how well individual investors (members) are tracking to meet their future retirement goals.

The GBA Platform's capability helps by allowing segmentation of individual member data into meaningful cohorts, based not just on where they are today in terms of meeting their goals, but where they are headed in the future.

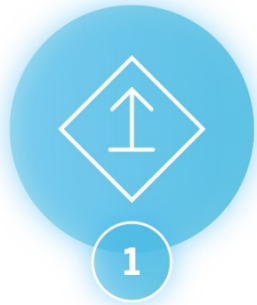
This analysis provides a more granular and customer-centric view of a fund. It reveals cohorts that are on track or may be at risk of not meeting their goals, as well as identifies potential opportunities to better engage with all your members.

With more engaged and satisfied members, funds can improve contribution rates while lowering attrition, and can focus on growing their funds while helping people meet their goals.



How It Could Work

Supporting this potential self-service application is the Milliman GBA Platform. A financial advice engine designed with decades of actuarial expertise and world-class mathematical models to deliver unparalleled insights and recommendations.



Large member data sets are uploaded to our servers, for dynamic analysis.

Member goals are either gathered or determined, using robust hypotheses supplemented by “big data” on retirement spending and future lifestyle modelling.



The GBA Platform’s analytic capabilities provide deep insights into potential outcomes and risks that fund members might experience in retirement—at an individual level.



Individual members can be sorted into meaningful cohorts by a wide variety of outcome-based and current member data criteria, such as their ability to meet future goals, risks associated with those goals, salary, lifestyle costs, etc.



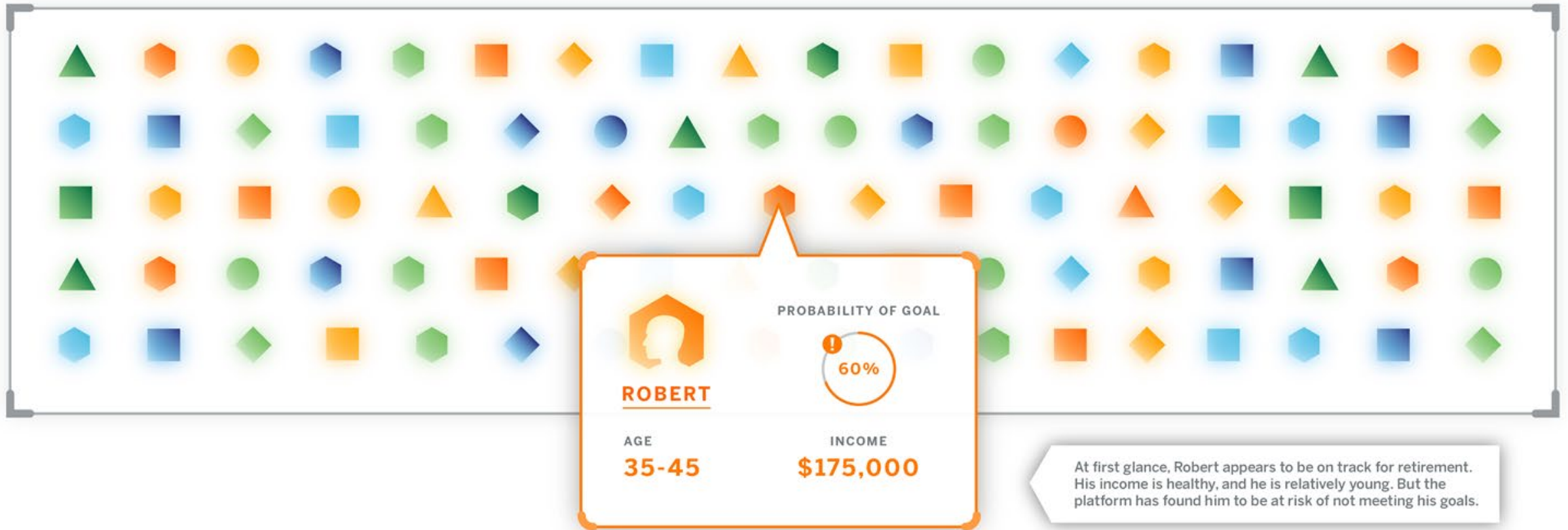
Machine learning algorithms provide additional segmentation, finding further cohorts that defy expectations of traditional demographics and segments.



Improved visibility into potential member outcomes and mindsets plus integration with existing technology and marketing ecosystems allows for better targeted communications, ultimately increasing overall member engagement.

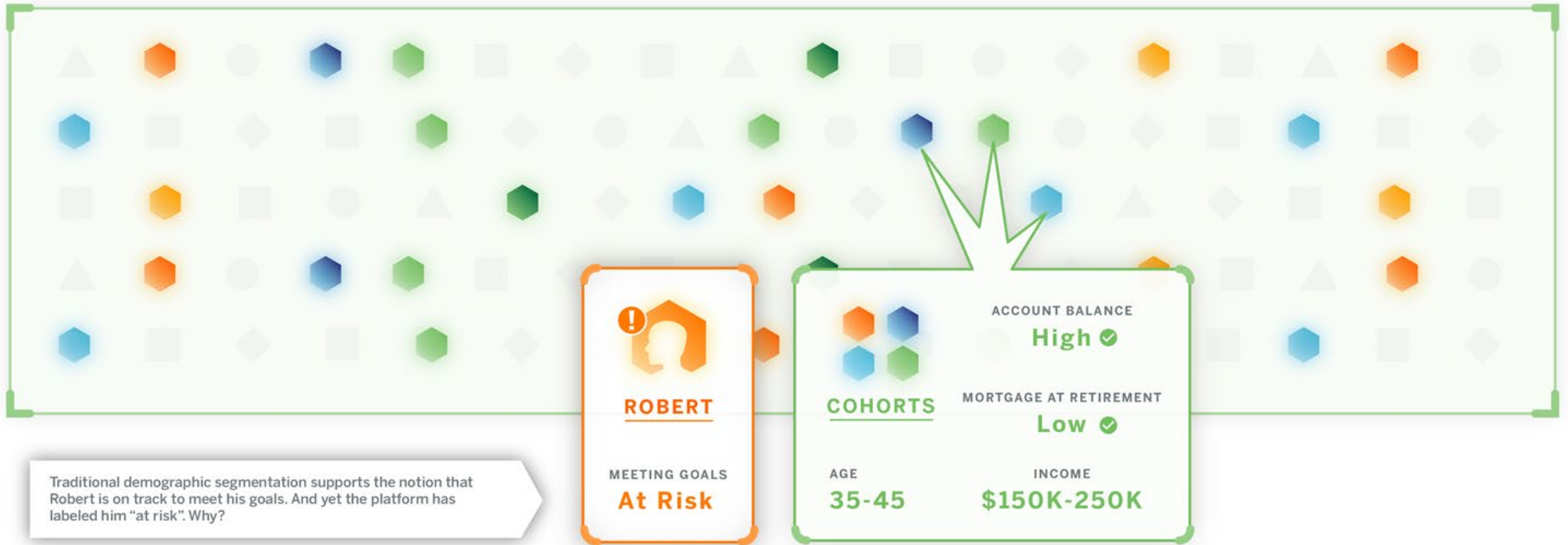
The Solution in Action: Analysis on an Individual Level

Fund member data is uploaded to the cloud, where the Goals-Based Advice Platform assesses the likelihood of each individual meeting their goals with relative confidence levels of risk, as well as the causes and impact if they do not.



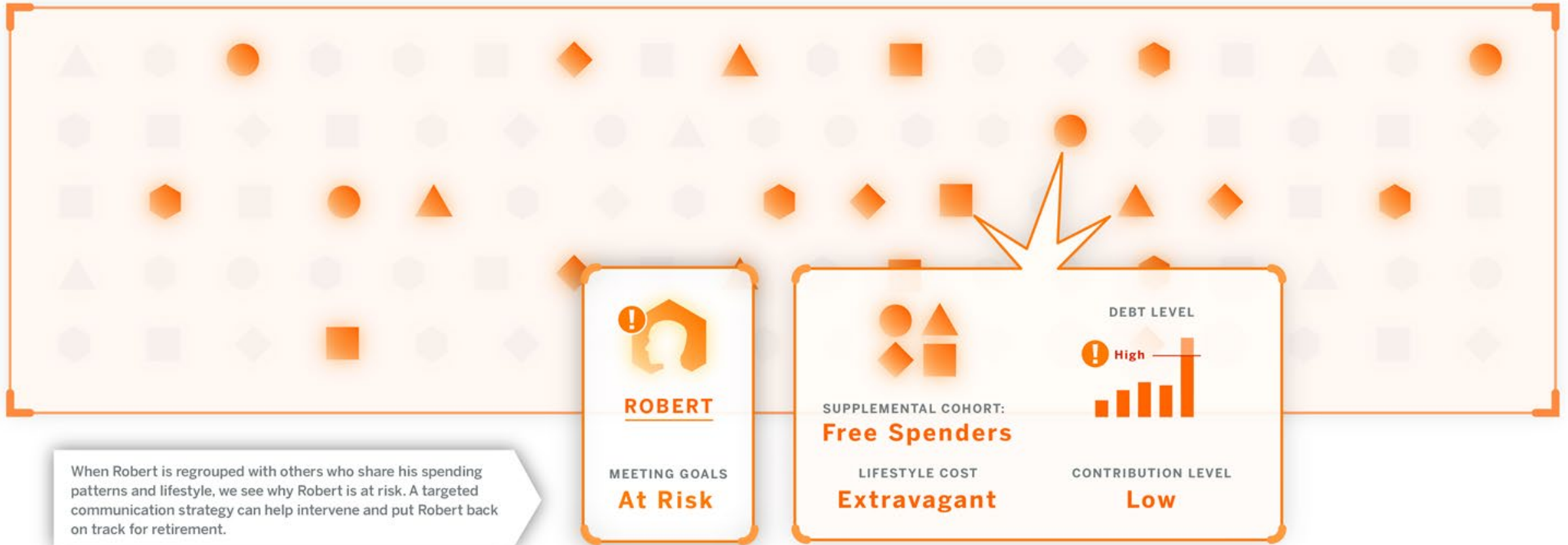
The Solution in Action: Define Cohorts

Based on predefined outcome variables, the Goals-Based Advice Platform analyzes and clusters individuals into useful cohorts.



The Solution in Action: Discovering New Connections & Opportunities

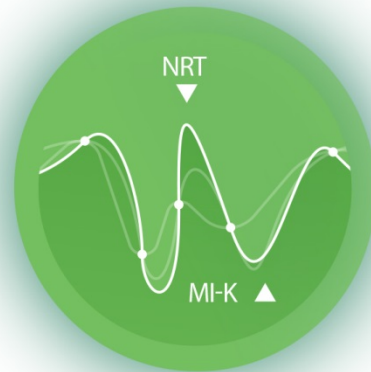
Machine learning algorithms uncover additional cohorts based on individual potential member outcomes. These insights provide funds with a clear view of which cohorts are most at risk and would benefit from additional communication or changes in strategy.



Better Insights for Better Outcomes

By providing funds with advanced segmentation and a more granular view of member outcomes, funds can not only understand performance for members but also identify at-risk, high-value cohorts that may need additional services.

That means more targeted communications and products, leading to better outcomes, smarter regulatory compliance, happier members, and ultimately, a healthier fund better positioned against its competitors.



Milliman **Goals-Based Advice Platform**

Powering the next generation of financial advice software.

What could your team build with the GBA Platform?

Contact your Milliman representative to learn more.

To learn more, please contact Milliman Australia on +61 2 8090 9100

