Developed by Communications for Research, June 2021

PARTICIPANT SATISFACTION RESEARCH – SPRING 2021

Ohio Deferred Compensation

Table of Contents:

PURPOSE AND METHODOLOGY

The purpose of this research is to measure participant satisfaction levels of the services provided by the TPA Nationwide Retirement Solutions (NRS). Satisfaction scores are measured in three areas of service:

1. Website services
2. Telephone customer service, a.k.a. the "Service Center"
3. Meetings with Field Account Executives and with Retirement Planning Specialists

This report contains the data collected during the first half of the year 2021, with both the web-based survey and the telephone survey beginning February 17th, and with the phone survey concluding on May 10th and the web survey on June 1st.

Sample files were collected by Ohio Deferred Compensation personnel and sent to CFR via email for each bi-weekly survey period (or wave). The sample files contained names, telephone numbers, and email addresses (when available) of participants who had called into the Service Center, who had logged on to the Program website or had an interaction with a Field Account Executive and/or a Retirement Planning Specialist in the two prior weeks. Quotas were set for each group to achieve statistically significant sampling for analysis of each type of unique interaction. Starting in Spring 2021, files also contained flags for whether or not each participant was an active customer.

Participant research was divided into two distinct collection methods:

- Telephone surveys were administered on a bi-weekly basis. Respondents were asked only about the area they were known to have experienced. This is a change from prior years in which respondents self-reported which areas they had experienced and then completed those portions of the survey. Respondents were also asked if they had logged onto the Program website in the past 30 days. If they had, they were also asked to evaluate the website during the phone survey.

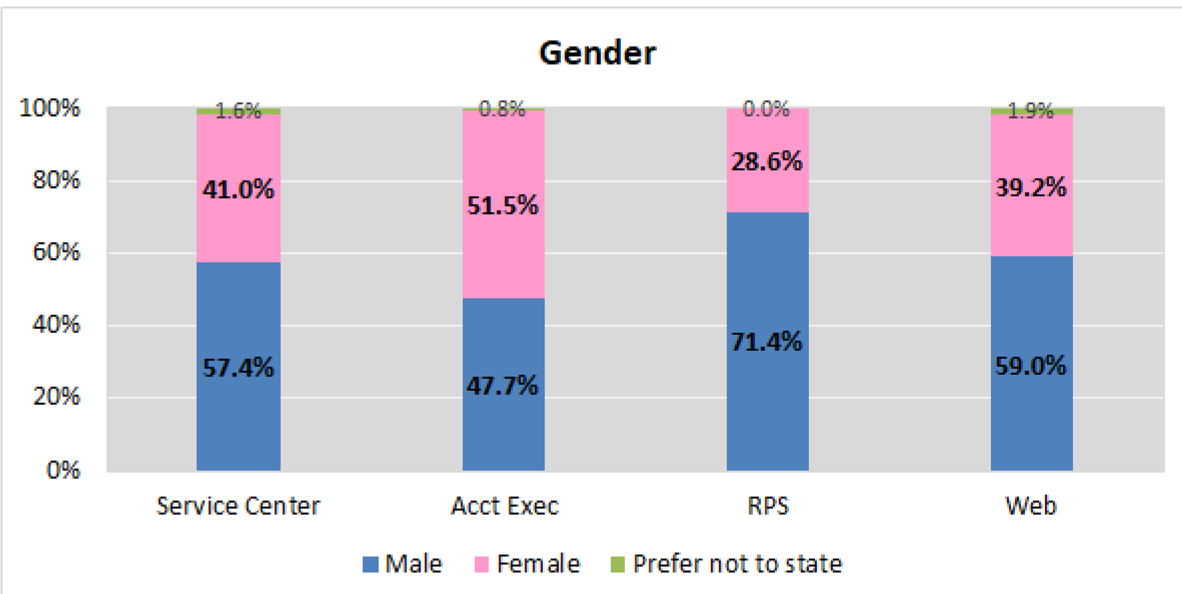
- Online surveys were administered in the same manner as previous periods, with targeted email invitations containing the link to the survey sent to respondents who had an interaction with the Program online, with a Field Account Executive or a Retirement Planning Specialist, or with the Service Center. This was performed bi-weekly, corresponding with the dates of the telephone research.

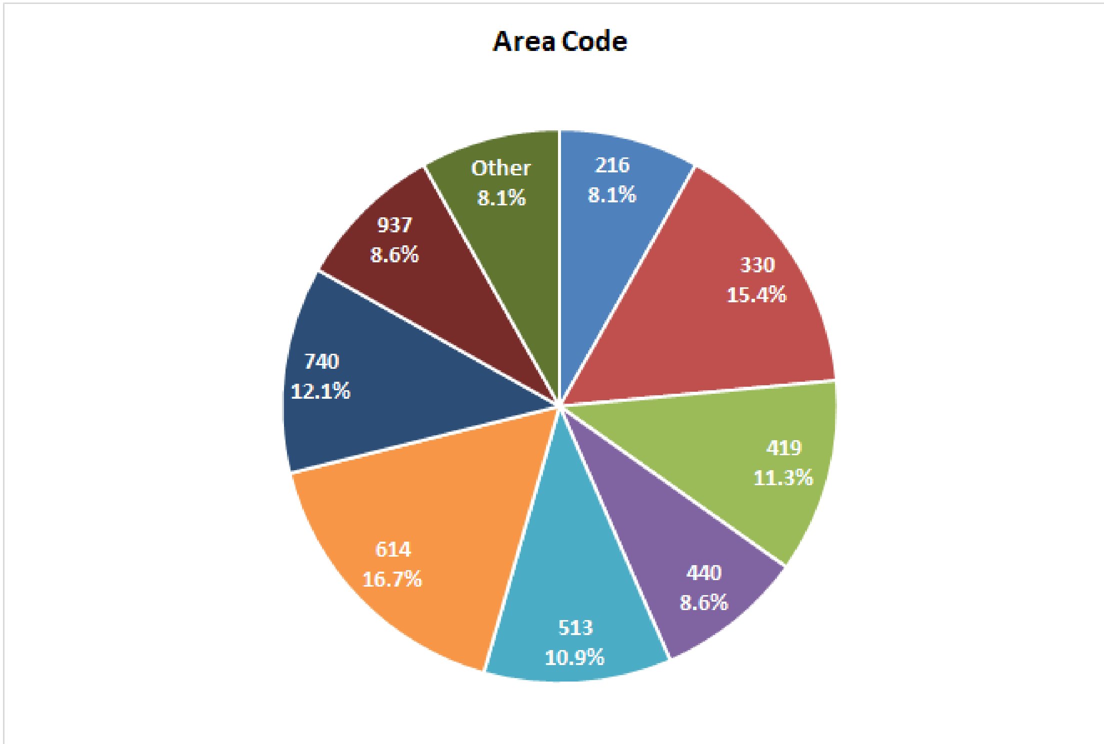
To make the survey administration economical to complete, 305 surveys were completed by phone and an additional 886 were completed online. There were very few Retirement Planning Specialists completes this spring due to COVID-19 limiting sample.

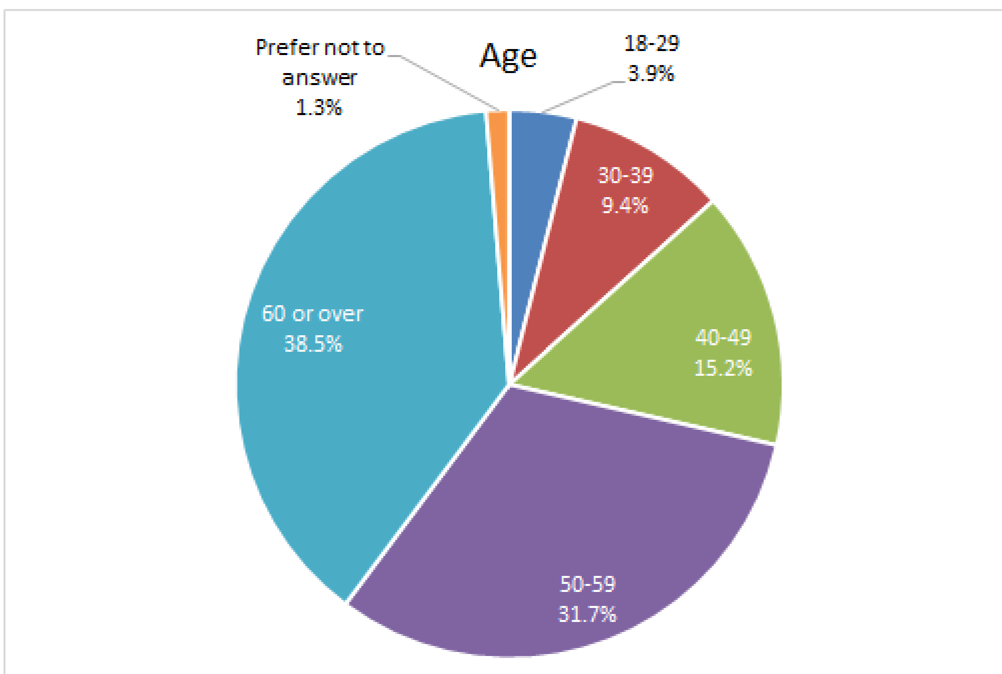
Number of Completed Interviews By Path

Methodology	Type of Interaction			
	Accessed Account Online	Service Center	Field Account Executive	Retirement Planning Specialist
Phone		181	121	3
Online	429	312	141	7
Total	**429**	**493**	**262**	**7**

DEMOGRAPHICS




Area Code
216
8.1%
330
15.4%
419
11.3%
440
8.6%
513
10.9%
614
16.7%
740
12.1%
937
8.6%
Other
8.1%


Age
18-29
3.9%
30-39
9.4%
40-49
15.2%
50-59
31.7%
60 or over
38.5%
Prefer not to answer
1.3%

KEY FINDINGS AND CONCLUSIONS

WEBSITE

93.4% of respondents are satisfied with the website, with 67.1% being very satisfied. Only 3.3% are dissatisfied. Fewer are dissatisfied than in previous reporting periods.

- Web respondents (recruited to take the web portion of the survey online) are not significantly more likely to be satisfied or dissatisfied than phone respondents.
- There are statistically significant differences in the response patterns of direct web respondents in comparison to phone-web respondents. These are specified on page 20 of this report.
- Correlation tests show that **the ease of finding information you are looking** for is the most influential factor in driving the satisfaction score of the website.
- Among the respondents who answered that they are less than either "very" or "somewhat" satisfied with the information presented on the website (15.3% of those evaluating the website), the highest percentage said they are looking for **information about fund performance** (49.4%), followed by **information about my account/personal information or beneficiaries** (29.2%).
- Among those who were not satisfied with the website overall, the comments frequently mention ease of use and navigating the website.
- While a small minority of respondents said they use the site on a daily basis (4.0%), over three quarters are infrequent users (82.5%), using only once or twice a month or less frequently.
- Over 85% of respondents find all of the website functions easy to use.
- Seven out of ten of the users of the site (70.5%) use it to check their account balances and over half (55.9%) make account changes.
- The Secure Login is the most helpful general information section with 86.2% finding it helpful. For all sections, fewer than 3% of respondents consider them unhelpful.
- The interactive planning tools have not been heavily used by respondents. The number who has used at least one of the available tools increased in the past reporting period from 50.7% to 52.2% of respondents. The Interactive Retirement Planner is the most used. 42.4% of respondents who use at least one tool has used the Interactive Retirement Planner.
- A majority of respondents (840%) who have experience using the tools find them easy to use (either very or somewhat). The Roth Analyzer Tool receives the highest marks in this regard, with 96% finding it easy to use. 75%+ of the respondents also find the tools helpful. The tool with the highest helpfulness rating was also the Roth Analyzer Tool (96%).

SERVICE CENTER

Overall satisfaction with the Service Center is 96.1% satisfied, with 87.6% being very satisfied and only 1.6% dissatisfied. Correlation tests show that the **quality of information received** is the most influential factor in driving the satisfaction score.

Respondents are also satisfied with the levels of service of the Call Center, with **93%+** being satisfied with speed of answer, Representative's professionalism and ability to answer questions, and the quality of information received. The **speed of answer** is the only attribute to not achieve the 85% satisfied benchmark with just the very satisfied responses.

- Comments on how to improve the Service Center experience mentioned timeliness.

- Overall, respondents are confident in the information they receive from the Center, with 97.4% being confident and 90.3% being very confident.

MEETINGS WITH FIELD ACCOUNT EXECUTIVES AND RETIREMENT PLANNING SPECIALISTS

1. Overall satisfaction with meetings with Field Account Executives is 97.3%, with 93.5% being very satisfied and only 3 respondents (1.1%) dissatisfied. Correlation tests show the **usefulness of the information presented** plays the largest part in driving the satisfaction score. Respondents are also satisfied with most of the important aspects of the meetings.
   - Close to one half (43.5%) of respondents were first made aware of the services provided by Ohio DC's Field Account Executives through an announcement made by their employer.
   - Field Account Rep meeting participants strongly say they are well-informed by the meeting (93.5%).
2. There were very few responses for meetings with Retirement Planning Specialists this reporting period due to limited sample. All 7 respondents rated overall satisfaction as "very satisfied" and rated the other attributes as either "somewhat satisfied" or "very satisfied".

PROGRAM COMMUNICATIONS

1. A vast majority of respondents would say they receive emails with information from Ohio DC **just the right amount** (90.6%).
   - Overall, mail is the preferred method for receiving the Quarterly Account Statement and Focus newsletter, with 60.6% preferring mail.
   - A majority of respondents (90.7%) find value in the information provided in their Focus newsletter and Quarterly Account Statement.
2. Of respondents who plan on scheduling an appointment with their local representative in the next 12 months, more would choose to do the interview online/virtual (40.8%) rather than in person (34.1%).
3. Close to half of respondents (48.3%) feel it is important for Ohio DC to have walk-in hours where you can meet with a representative face-to-face with an appointment, while only 20% feel it is important to have these hours to meet without an appointment.

PARTICIPATION IN THE PROGRAM

1. Respondents are pleased overall with their Program experience, with 91.1% answering 8, 9, or 10 on a 1 to 10 scale. Only 0.8% (10 respondents) are displeased (a rating of 1, 2, or 3).
2. Some of the recurring topics on how to improve the Program mentioned improved communication and offering more investment options.
3. A new question was added this Fall asking respondents to select the three Ohio Deferred Compensation services that were the most important to them moving forward. The most popular responses were speaking by phone to a customer service representative and receiving email and text alerts.

OVERALL SATISFACTION SCORES AND GRADING

Ohio Deferred Compensation has set the bar for grading NRS at ≥ 85% satisfied and ≤ 5% dissatisfied. It can be seen that this bar was achieved in all four areas again this period.

An 85% satisfaction rate is considered world-class only in respect to the "very satisfied" scores. Keeping in mind that those who say they are "somewhat satisfied" have something keeping them from a "very satisfied" score, the goal for continuous improvement would be to move those "somewhat satisfied" ratings to "very satisfied."

Using the revised study in Fall 2014 as a baseline for all following studies, we can measure continuous improvement up to a "ceiling" of 80% "very satisfied." Maintaining that "ceiling" thereafter would be the benchmark. Thus, until the "ceiling" of 80% is attained, the target for excellence would be the ability to continuously improve. The target is met for Meeting with Retirement Planning Specialist, Meeting with Account Field Representative and the Service Center. The Website hasn't reached 80% "very satisfied" since this standard was implemented in Fall 2014.

Area	Survey Period	% Very Satisfied	% Somewhat Satisfied	Total % Satisfied	Total % Dissatisfied	Mean Rating	Major Driver of Satisfaction
Website	Spring 2021	67.1%	26.4%	**93.4%**	3.3%	4.57	Ease of finding information you were looking for
	Fall 2020	66.1%	25.5%	**91.7%**	3.4%	4.53	Ease of finding information you were looking for
Service Center	Spring 2021	87.6%	8.5%	**96.1%**	1.6%	4.81	Quality of info received as a result of call
	Fall 2020	88.3%	7.2%	**95.5%**	2.1%	4.81	Quality of info received as a result of call
Meeting with Field Account Rep	Spring 2021	93.5%	3.8%	**97.3%**	1.1%	4.89	Usefulness of the information presented
	Fall 2020	87.9%	9.4%	**97.4%**	0.8%	4.85	Usefulness of the information presented
Meeting with Retirement Planning Specialist	Spring 2021	100.0%	0.0%	**100.0%**	0.0%	5.00	Not Available - limited sample
	Fall 2020	83.3%	8.3%	**91.7%**	0.0%	4.75	Not Available - limited sample

WEBSITE

Please rate your overall satisfaction with the website using a scale of 1-5, where 5 represents that you are very satisfied, and 1 represents that you are very dissatisfied.

Overall, respondents are satisfied with the website, with 93.4% rating it either very or somewhat satisfied (up slightly from 91.7% in Fall 2020). There are no major differences in overall website satisfaction between phone respondents and web respondents.

However, there are some significant differences in the ratings of usability of the website between phone and web respondents (noted later in the report). These few differences are useful for potential improvements to the website, although it is also important to note that it is possible some of the respondents contacted the service center or a representative because they are having problems with the website, which could be why their website satisfaction scores are lower than the web respondents.

Overall satisfaction with the website

Spring 2021	Source				
	Web	Phone	Total		Fall 2020 Total
Very Satisfied	67.8%	64.9%	67.1%		66.1%
Somewhat Satisfied	25.9%	27.8%	26.4%		25.5%
Neither Satisfied nor Dissatisfied	2.6%	5.3%	3.3%		4.9%
Somewhat Dissatisfied	3.0%	2.0%	2.8%		2.4%
Very Dissatisfied	0.7%	0.0%	0.5%		1.1%
Mean	**4.57**	**4.56**	**4.57**		**4.53**
Total Satisfied	**93.7%**	**92.7%**	**93.4%**		**91.7%**
Total Dissatisfied	**3.7%**	**2.0%**	**3.3%**		**3.4%**

Please rate the Ohio Deferred Compensation website on each of the following items.

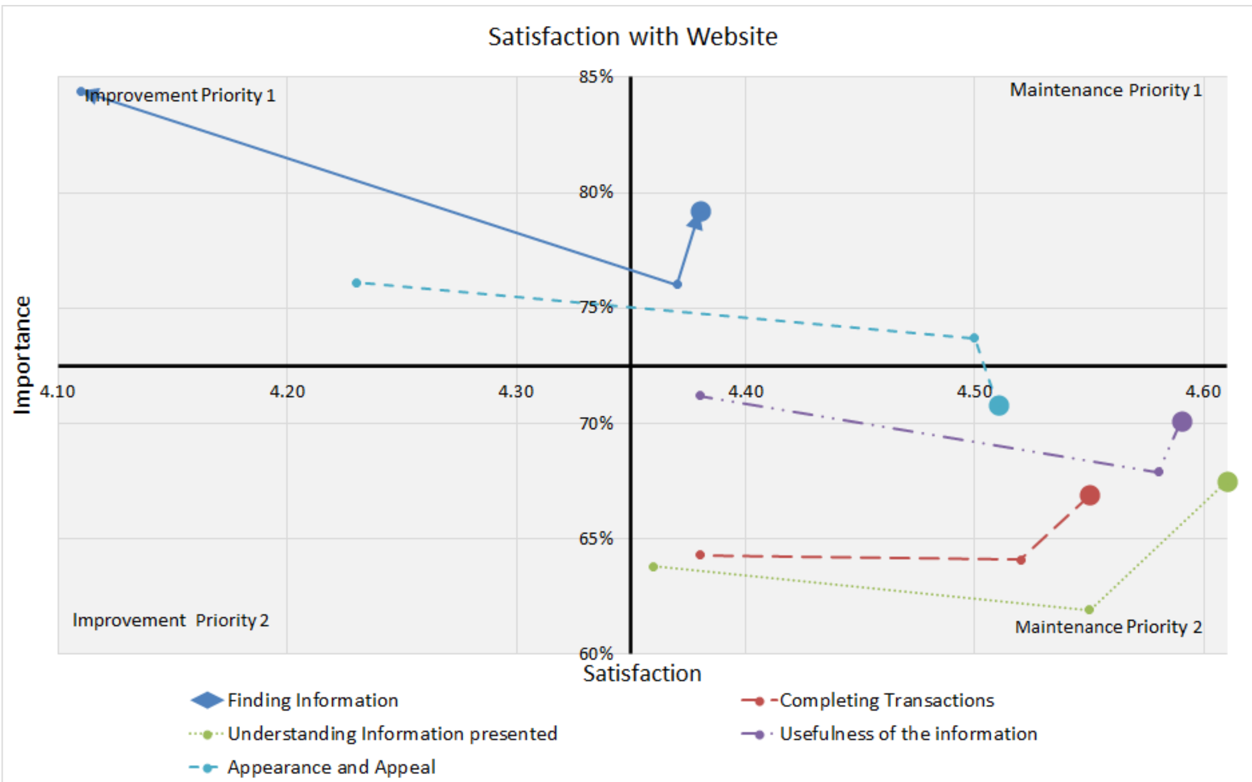
Satisfaction scores for the ease of using the site attributes this Spring are roughly the same as last Fall. *Ease of understanding the information presented* saw the largest increase. All attributes tested received a 84%+ satisfaction rating. The 85+ satisfaction goal was met for all of the attributes, with the exception of “Ease of competing transactions” (which also had the most “Don’t Know” responses.

All Respondents (N=580)		Very Satisfied	Somewhat Satisfied	Neither / Nor	Somewhat Dissatisfied	Very Dissatisfied	Don't Know	Mean	Fall 2020
Ease of finding info you were looking for	Count	343	159	31	30	11	6	4.38	4.37
	%	59.1%	27.4%	5.3%	5.2%	1.9%	1.0%		
Ease of completing transactions	Count	379	109	28	14	9	41	4.55	4.52
	%	65.3%	18.8%	4.8%	2.4%	1.6%	7.1%		
Ease of understanding the info presented	Count	401	136	26	8	3	6	4.61	4.55
	%	69.1%	23.4%	4.5%	1.4%	0.5%	1.0%		
Usefulness of the information presented	Count	397	137	29	8	4	5	4.59	4.58
	%	68.4%	23.6%	5.0%	1.4%	0.7%	0.9%		
Appearance and appeal of the website	Count	379	136	42	13	5	5	4.51	4.50
	%	65.3%	23.4%	7.2%	2.2%	0.9%	0.9%		

Source = Phone (N=151)		Very Satisfied	Somewhat Satisfied	Neither / Nor	Somewhat Dissatisfied	Very Dissatisfied	Don't Know	Mean	Fall 2020
Ease of finding info you were looking for	Count	89	36	19	3	1	3	4.41	4.31
	%	58.9%	23.8%	12.6%	2.0%	0.7%	2.0%		
Ease of completing transactions	Count	85	25	8	0	2	31	4.59	4.40
	%	56.3%	16.6%	5.3%	0.0%	1.3%	20.5%		
Ease of understanding	Count	108	29	10	0	0	4		

the info presented	%	71.5%	19.2%	6.6%	0.0%	0.0%	2.6%	4.67	4.55
Usefulness of the information presented	Count	114	24	9	1	0	3	4.70	4.59
	%	75.5%	15.9%	6.0%	0.7%	0.0%	2.0%		
Appearance and appeal of the website	Count	95	38	13	1	1	3	4.52	4.53
	%	62.9%	25.2%	8.6%	0.7%	0.7%	2.0%		

Source = Web (N=429)		Very Satisfied	Somewhat Satisfied	Neither / Nor	Somewhat Dissatisfied	Very Dissatisfied	Don't Know	Mean	Fall 2020
Ease of finding info you were looking for	Count	254	123	12	27	10	3	4.37	4.39
	%	59.2%	28.7%	2.8%	6.3%	2.3%	0.7%		
Ease of completing transactions	Count	294	84	20	14	7	10	4.54	4.56
	%	68.5%	19.6%	4.7%	3.3%	1.6%	2.3%		
Ease of understanding the info presented	Count	293	107	16	8	3	2	4.59	4.55
	%	68.3%	24.9%	3.7%	1.9%	0.7%	0.5%		
Usefulness of the information presented	Count	283	113	20	7	4	2	4.56	4.58
	%	66.0%	26.3%	4.7%	1.6%	0.9%	0.5%		
Appearance and appeal of the website	Count	284	98	29	12	4	2	4.51	4.49
	%	66.2%	22.8%	6.8%	2.8%	0.9%	0.5%		



Note: Larger circle indicates latest survey wave data.

You said you were less than satisfied with the information provided on the website. What kind of information were you seeking?

Among the respondents who answered that they were neither "very" or "somewhat" satisfied with the information presented on the website (89 respondents or 15.3%, down from 17.6% last period), the highest percentage said they were looking for **information about fund performance** (49.4%), followed by **information about my account/personal information or beneficiaries** (29.2%). A complete list of "Other" comments can be found in the Verbatims sections of the binder.

Information Sought N=89	Spring 2021
Information about fund performance	49.4%
Information about my account/personal information or beneficiaries	29.2%
Information about making a transaction	22.5%
Investment guidance or assistance	21.3%
Information about transferring/rolling over money	19.1%
Information about withdrawing money	9.0%
Information about a new program or service offering	7.9%
Other	21.3%

You rated the website with a <1, 2, or 3> for overall satisfaction. What one thing would you say the website could improve in order to make you either "very" or "somewhat" satisfied?

Among those who are not satisfied with the website (38 respondents), comments mentioned ease of use and navigating the website, among other things. A complete list of responses can be found in the Verbatims sections of the data binder.

Presented below is a Word Map highlighting the key words from respondents in answering this question - the larger the font size, the more prominent the word appeared in responses

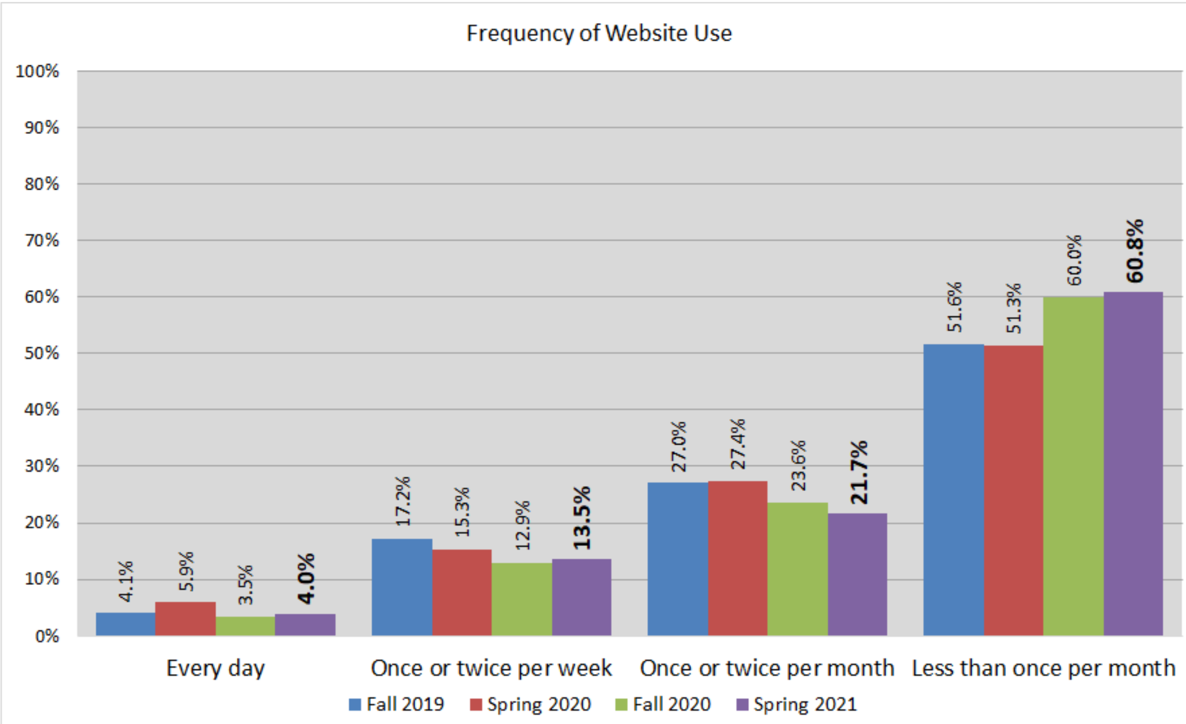
You rated the website as "somewhat satisfied" for overall satisfaction. What one thing would you say the website could improve in order to make you "very" satisfied?

Among those who were only "somewhat" satisfied with the website (153 respondents), comments mentioned ease of use, finding information, and fund performance. A complete list of responses can be found in the Verbatims sections of the data binder.

Following is a Word Map of these responses.

How frequently do you access the Ohio Deferred Compensation website? (Web only)

Over one half of respondents (60.8%) access the website less than once per month. 35.2% access the site either weekly or monthly.



How would you rate the ease of using the website to perform the following functions?

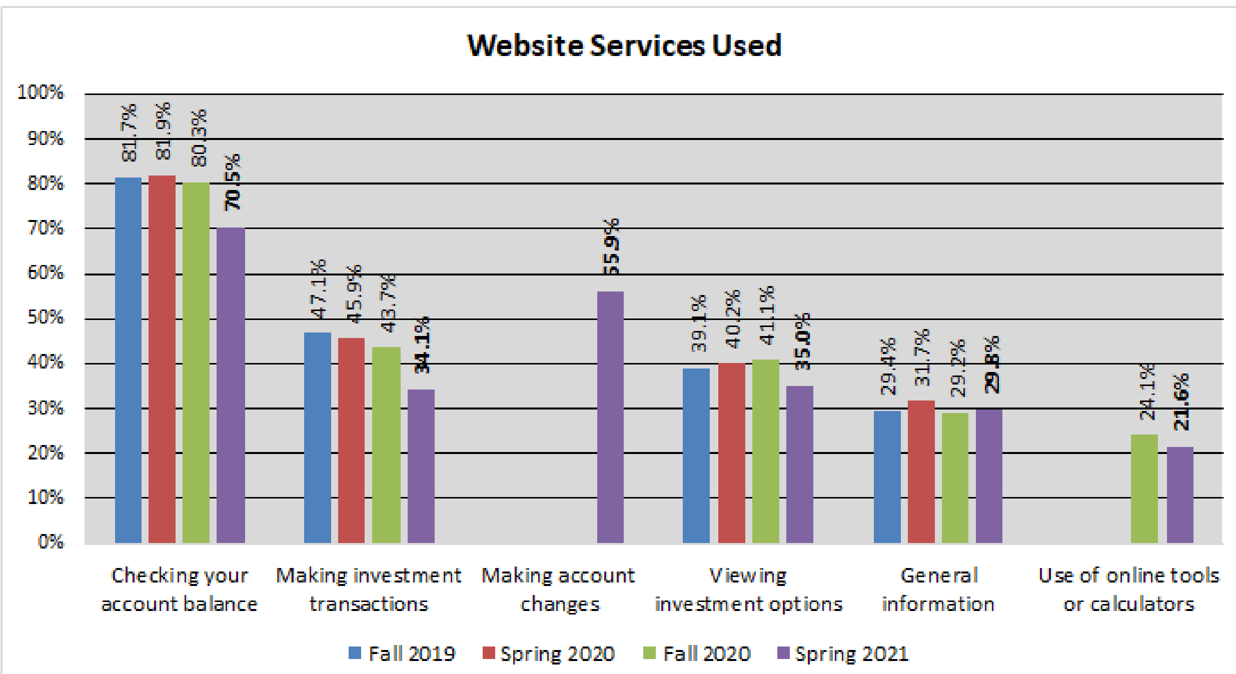
Web respondents felt the **ease of login** and the **ease of reading** (both 80.0% very easy) are the easiest tasks to perform on the website. The **ease of finding forms** and **the ease of finding tools and calculators** have the lowest percent responding "very easy" (61.3% and 60.6%, respectively) and the highest percent responding "neither easy nor difficult."

N= 429	Spring 2021					Fall 2020
Website Function	Very Easy to Use	Somewhat Easy to Use	Neither /Nor	Somewhat Difficult	Very Difficult	Very Easy
Ease of navigation	66.4%	25.2%	4.2%	3.0%	1.2%	67.7%
Ease of login	80.0%	13.5%	3.5%	2.8%	0.2%	76.9%
Ease of finding forms	61.3%	24.0%	11.4%	3.0%	0.2%	58.0%

Ease of finding tools and calculators	60.6%	25.4%	10.5%	3.3%	0.2%		60.7%
Ease of accessing account information	73.2%	19.6%	4.0%	3.0%	0.2%		75.1%
Ease of completing transactions	69.5%	19.3%	4.4%	4.0%	2.8%		69.9%
Ease of reading	80.0%	14.7%	3.5%	1.4%	0.5%		76.4%

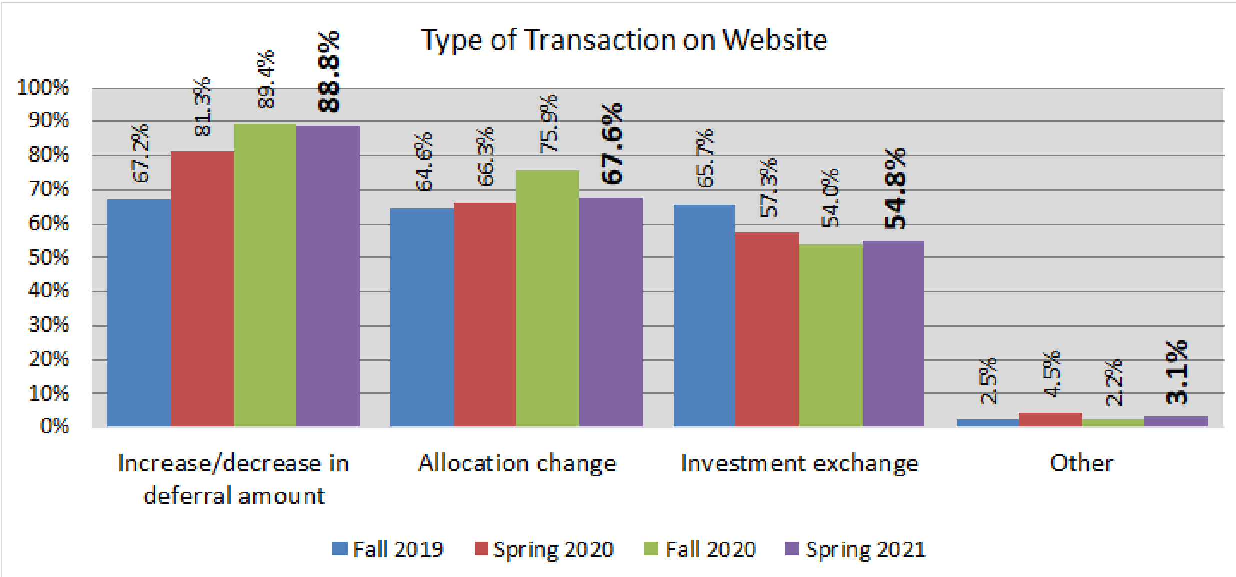
For which of the following services do you typically use the website?

Nearly three-quarters of respondents (70.5%) use the website to check their account balance and over one half (55.9%) are using it to make account changes, a new option to this question this reporting period. Over a third (34.1%) are using the website to make investment transactions.



Which of the following types of transactions have you completed on the website? (Web only)

All three types of transactions are used frequently on the website. There is overlap, as they were instructed to select all that apply. The highest percentage (88.8%) use the website for increasing or decreasing their deferral amounts.



Thinking about the transactions that you have made online, please rate the ease of using the website to make these transactions. (Web only)

A majority rate ease of use as either "very" or "somewhat" easy for all three types of transactions. Ratings are higher than in Fall 2020 for *Increase/decrease in deferral amount,* but lower than in Fall 2020 for *Investment exchange*.

	Spring 2021					Fall 2020
Type of Transaction	Very Easy	Somewhat Easy	Neither/ Nor	Somewhat Difficult	Very Difficult	Very Easy
+/- in deferral amount	79.6%	16.1%	0.9%	2.6%	0.9%	75.5%
Allocation change	69.7%	19.4%	2.9%	5.7%	2.3%	63.0%
Investment exchange	52.8%	28.2%	6.3%	11.3%	1.4%	61.5%

Why is it difficult to make a ___ transaction?

Although very few respondents have difficulty making transactions, a small number encounter issues. Respondents were asked to select all reasons that applied. Complete comments for "Other" responses can be found in the Verbatims sections of the data binder.

Reason for Difficulty		**Increase/ decrease in deferral amt**	**Allocation change**	**Investment exchange**
Total	Count	8	14	18
	%	100.0%	100.0%	100.0%
There are too many steps	Count	4	8	10
	%	50.0%	57.1%	55.6%
The instructions are confusing	Count	4	8	9
	%	50.0%	57.1%	50.0%
The online forms are difficult to fill out	Count	0	5	5
	%	0.0%	35.7%	27.8%
The system is too slow/have to wait	Count	3	1	1
	%	37.5%	7.1%	5.6%
Other	Count	4	4	6
	%	50.0%	28.6%	33.3%

Please rate how useful or helpful each of the following general information sections of the website are to you. (Web only)

The **Secure Login** is the most helpful section, with 70.6% of respondents saying it is “very” helpful and another 15.6% saying it is “somewhat” helpful. Additionally, this section had the fewest respondents who are not familiar with it (4.7%). The section that has the highest percentage of respondents unfamiliar with it is the **Resources** section (34.7%).

Section	Spring 2021					
	Very Helpful	Somewhat Helpful	Indifferent	Not Very Helpful	Not At All Helpful	Not Familiar
Investments (fund profiles & prospectus, performance data, fees, etc.)	44.5%	26.6%	7.5%	1.6%	0.9%	18.9%
Resources (videos, calculators, key terms, etc.)	28.9%	20.0%	14.2%	0.9%	1.2%	34.7%
Calculators/Tools	44.3%	23.3%	11.0%	1.4%	0.7%	19.3%
FAQ	38.2%	20.7%	13.1%	1.6%	0.9%	25.4%
About Ohio Deferred Compensation	46.6%	21.9%	12.8%	0.7%	0.7%	17.2%
Contact Us	49.4%	18.4%	12.6%	1.4%	0.7%	17.5%
Forms & Help	45.7%	21.9%	11.7%	1.4%	1.2%	18.2%
Secure Login	70.6%	15.6%	6.8%	1.4%	0.9%	4.7%
Important Plan Updates and Announcements	48.7%	21.9%	8.6%	0.7%	0.7%	19.3%

Of the interactive planning tools offered on the website, which ones have you used? (Web only)

The percent of respondents who have not used any of the interactive planning tools decreased from 49.3% to 47.8%. The **Interactive Retirement Planner** is the most used tool again this reporting period at 42.4% of respondents who use at least one tool, followed by the **Paycheck Impact Calculator** (14.5%).

Type of Calculator Used	**Spring 2021**	Fall 2020	Spring 2020	Fall 2019
Asset Allocation Tool*	**11.9%**	11.9%	15.7%	16.4%
Paycheck Impact Calculator	**14.5%**	15.9%	15.7%	13.5%
Interactive Retirement Planner	**42.4%**	38.8%	45.6%	39.3%
Healthcare Estimator	**10.5%**	9.7%	9.2%	12.7%
Payout Illustrator Calculator*	**11.0%**	13.7%		
Roth Analyzer Tool*	**5.8%**	7.7%		
I have not used any of the interactive planning tools	**47.8%**	49.3%	39.6%	45.1%

**These calculators were new to the Fall 2020 survey*

Please rate the ease of using each tool. (Web only)

A majority of respondents score all of the tools they used as easy to use and very few respondents rated any tool as "very difficult". The highest rated tool was the **Roth Analyzer Tool** (48% "very easy and another 48% "somewhat easy" with 25 respondents). The tool with the highest difficult percentage was the **Payout Illustrator Calculator** with 12.8% of the 47 respondents rating it as difficult to use.

How Easy To Use - Spring 2021	Very Easy	Somewhat Easy	Neither Easy Nor Difficult	Somewhat Difficult	Very Difficult
Interactive Retirement Planner	65.4%	25.3%	7.1%	2.2%	0.0%
Healthcare Estimator	44.4%	37.8%	8.9%	8.9%	0.0%
Asset Allocation Tool	62.7%	25.5%	9.8%	2.0%	0.0%
Paycheck Impact Calculator	59.7%	32.3%	4.8%	1.6%	1.6%
College Savings Calculator	20.0%	60.0%	20.0%	0.0%	0.0%
Roth Analyzer Tool	48.0%	48.0%	4.0%	0.0%	0.0%
Payout Illustrator Calculator	66.0%	19.1%	2.1%	12.8%	0.0%

Please rate the usefulness or helpfulness of each tool. (Web only)

As with Ease of Use, a majority of respondents find the tools to be helpful. The **Roth Analyzer Tool** (96.0%) had the most respondents rate it as helpful. The next highest was the **Payout Illustrator Calculator** (91.5% helpful) The **College Savings Calculator** had the largest percentage say they did not find the tools helpful.

How Helpful - **Spring 2021**	Very Helpful	Somewhat Helpful	Indifferent	Not Very Helpful	Not At All Helpful
Interactive Retirement Planner	65.9%	24.7%	8.2%	0.5%	0.5%
Healthcare Estimator	53.3%	22.2%	15.6%	6.7%	2.2%
Asset Allocation Tool	58.8%	23.5%	11.8%	5.9%	0.0%
Paycheck Impact Calculator	62.9%	27.4%	8.1%	1.6%	0.0%
College Savings Calculator	20.0%	60.0%	0.0%	20.0%	0.0%
Roth Analyzer Tool	60.0%	36.0%	0.0%	4.0%	0.0%
Payout Illustrator Calculator	66.0%	25.5%	2.1%	2.1%	4.3%

When using the website, have you ever had problems finding the information you were looking for? Did you get your question answered from another source? Where did you go to get your question answered?

Of the 580 respondents who have used the website (including 151 phone respondents who said they have used the site in the past 30 days), only 134 (23.1%) had a problem. Of these, 47.0% said they got their question answered from another source (down from 50.7% in the Fall) with the **Service Center** (39.7%) and the **Account Representative** (23.8%) as the most frequently cited sources.

		Web	**Phone**	**Spring 2021**
Had Problems	Count	109	25	**134**
	%	25.4%	16.6%	**23.1%**
Questions Answered Elsewhere	Count	47	16	**63**
	%	43.1%	64.0%	**47.0%**

Where did you go to get your question answered?		**Web**	**Phone**	**Spring 2021**
The Telephone Service Center	Count	12	13	**25**
	%	25.5%	81.3%	**39.7%**
Local Account Representative	Count	13	2	**15**
	%	27.7%	12.5%	**23.8%**
Ohio DC educational materials	Count	4	0	**4**
	%	8.5%	0.0%	**6.3%**
Email	Count	1	0	**1**
	%	2.1%	0.0%	**1.6%**
Your employer	Count	5	0	**5**
	%	10.6%	0.0%	**7.9%**
Some other Website	Count	7	1	**8**
	%	14.9%	6.3%	**12.7%**
Other	Count	8	1	**9**
	%	17.0%	6.3%	**14.3%**
Don't know	Count	4	0	**4**
	%	8.5%	0.0%	**6.3%**

Differences Between Web-Surveyed Respondents and Phone Respondents Surveyed About the Website

There are a few significant differences in the ratings of the website between phone and web respondents. A majority of respondents, both phone and web, are satisfied with the website overall. The few differences are important to note for potential improvements to the website. When reviewing the following information, it is vital to note that more web respondents rated the website than phone respondents, and phone respondents self-selected that they had visited the website recently, while web respondents were contacted because we know they visited recently. Efforts were made to ensure people did not complete over the phone and online.

Significantly more web respondents said they are "somewhat dissatisfied" with the **ease of finding the information they were looking for** (6.3% web vs 2.0% phone). Significantly more web respondents were "very satisfied" with the **ease of completing transactions** (68.5% vs 56.3% phone) however, significantly more phone respondents answered "Don't Know" when rating this attribute (20.5% phone vs 2.3% web). More web respondents are dissatisfied with the **appearance and appeal of the website** (3.7% vs 1.4% phone).

Of the 89 respondents who say they are not "very" or "somewhat" satisfied with the information provided on the website, 64 are web completes and 25 are phone completes. (This amounts to 14.9% of the Web respondents and 16.6% of the phone respondents not 'very' or 'somewhat' satisfied with the information provided on the website.) There were no significant differences found between web and phone respondents when asked what information they were seeking.

Significantly more phone respondents use the website for **general information** (such as news, investment education, etc (47.7% vs 23.5% of web) while significantly more web respondents use the website for **making investment transactions** (36.7% vs 26.5% phone), **making account changes** (61.1% vs 41.1% phone), and/or **checking their account balance** (73.4% web vs 62.3% phone).

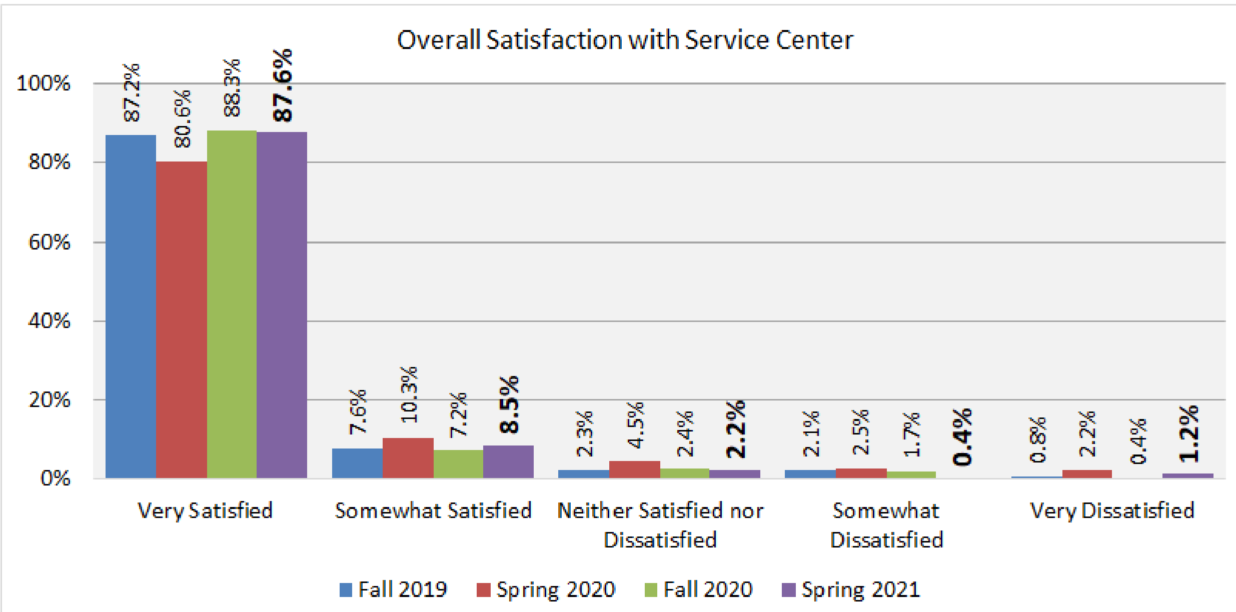
Significantly more web respondents reported having problems finding the information they are seeking (25.4% vs 16.6% phone), while more phone completes who had problems finding information report getting their questions answered from another source (64.0% vs 43.1% web). Among respondents who had their questions answered from another source, significantly more phone respondents got their questions answered from The Service Center (81.3% vs 25.2% web).

These differences appear to be a reflection of attitudinal differences rather than demographic or other categorical differences. It is quite logical that phone respondents who choose to interact with the Program through the Call Center and web respondents prefer to solve their issues using the website or email. Likewise, phone respondents seek general information while web respondents use the site for transactions.

SERVICE CENTER

Please rate your overall satisfaction with the Service Center using a scale of 1-5, where 5 represents that you are very satisfied, and 1 represents that you are very dissatisfied.

Overall satisfaction with the Service Center showed 96.1% satisfied, with only 1.6% (8 respondents) dissatisfied. Correlation tests show that the **quality of information received** is the most influential factor in driving the satisfaction score this period, followed by the **ability of the representative to answer questions and explain Program rules.**



Respondents are quite satisfied with the levels of service they receive from the Call Center. Combined "very satisfied" and "somewhat satisfied" percentages are well above the 85% benchmark. The highest rated attribute was the **professionalism of the representative**, and the lowest rated were the **speed of answer**.

Attribute	Very Satisfied	Somewhat Satisfied	Neither / Nor	Somewhat Dis-satisfied	Very Dis-satisfied	Don't Know
Speed of Answer	80.3%	13.2%	3.2%	1.0%	1.0%	1.2%
Professionalism of Representative	93.1%	4.5%	1.0%	0.2%	0.8%	0.4%
Ability of Representative to Answer Questions	89.9%	5.9%	1.6%	0.6%	1.0%	1.0%
Quality of Information Received	88.6%	6.5%	2.2%	0.8%	1.2%	0.6%

**The attribute Knowledge Level of Representative was removed from the survey in Spring 2021*

Note: Larger circle indicates latest survey wave data.

You said you were less than satisfied with the knowledge level and/or information you received from the representative. What kind of information were you seeking?

Among the respondents who answered that they are not either "very" or "somewhat" satisfied with the information they received from the Service Center (a total of 24 respondents), over a third (37.5%) said they were looking for **Information about transferring/rolling over money**. A complete list of "Other" comments can be found in the Verbatims sections of the binder.

Information Sought N=24	Spring 2021
Information about transferring/rolling over money	37.5%
Information about withdrawing money	20.8%
Information about my account	12.5%
Investment guidance or assistance	12.5%
Information about making a transaction	8.3%
Information about the website	4.2%
Information about fund performance	4.2%
Information about a new program or service offering	0.0%
Other	29.2%

You rated the Service Center with a <1, 2, or 3> for overall satisfaction. What one thing would you say the Service Center could improve in order to make you either "very" or "somewhat" satisfied?

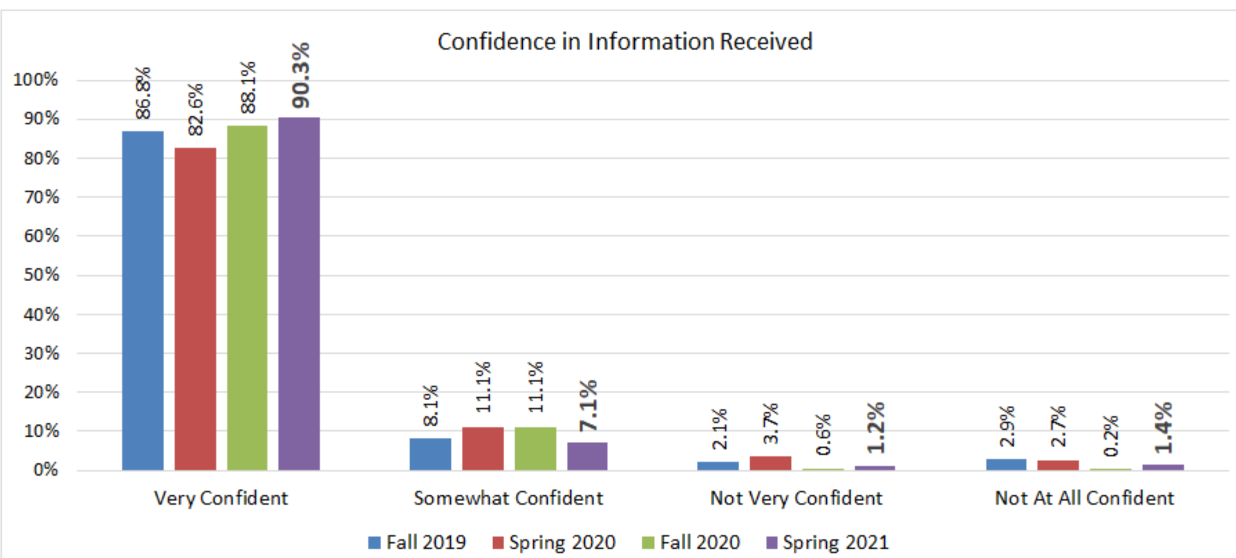
Although a large majority of respondents are very satisfied with the Telephone Service Center overall, 19 people (3.9%) answered this question. Most frequently, people mentioned timeliness or s request for follow-up. A complete list of responses can be found in the Verbatims section of the binder.

You rated the Service Center as "somewhat satisfied" for overall satisfaction. What one thing would you say the Service Center could improve in order to make you "very" satisfied?

A slightly higher percentage of service center respondents (42 people or 8.5%) were asked this question. Similarly, those that had suggestions include comments about timeliness or wanting more information provided. A complete list of responses can be found in the Verbatims section of the binder.

How would you judge your confidence in the information you received as a result of your call?

97.4% of the 493 respondents who were asked this question are confident in the information they received as a result of their call. Slightly more than nine out of 10 (90.3%) are very confident.

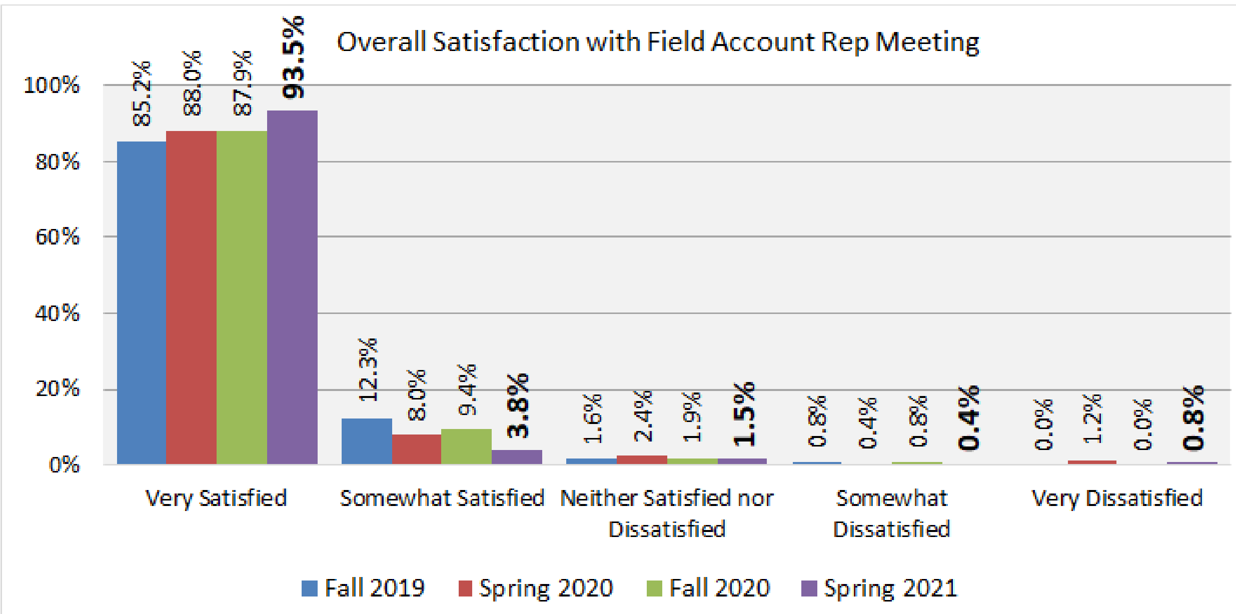


MEETINGS WITH REPRESENTATIVES

Meetings with a Field Account Executive

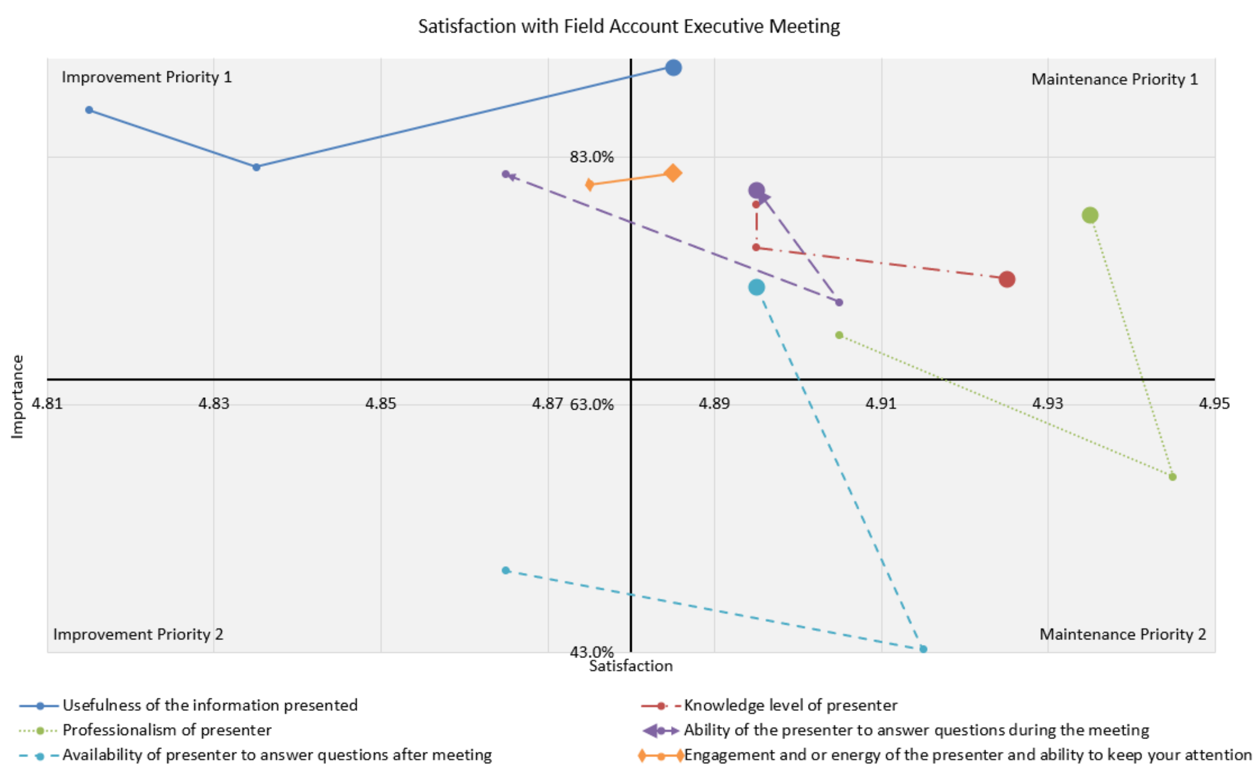
Please rate your overall satisfaction with the meeting using a scale of 1-5, where 5 represents that you are very satisfied, and 1 represents that you are very dissatisfied.

Overall satisfaction with the meetings with representatives is very high, with 97.3% of respondents satisfied. 93.5% are "very satisfied". Only 1.1% (3 respondents) are dissatisfied. Correlation tests showed that the **usefulness of the information presented** plays the largest part in driving the satisfaction score this period, followed by the **engagement and or energy of the presenter and ability to keep your attention.**



A majority of respondents are "very satisfied" with all attributes rated for the meetings with Field Account Executives. Every attribute reached the 85% *very satisfied* benchmark except for **The availability of the presenter to answer your questions one-on-one after the meeting.** This attribute had the lowest percent "very satisfied" at 78.6%, but this attribute also had the highest "don't know" ratings (16.0%). If the "don't know" responses are removed, total satisfaction increases to 96.3%.

Attribute	Very Satisfied	Somewhat Satisfied	Neither / Nor	Somewhat Dis-satisfied	Very Dis-satisfied	Don't Know
Usefulness of the info presented	90.8%	5.7%	1.5%	0.0%	0.8%	1.1%
Knowledge level of the presenter	94.3%	3.4%	1.5%	0.0%	0.4%	0.4%
Professionalism of the presenter	95.8%	1.5%	1.9%	0.0%	0.4%	0.4%
Ability of presenter to answer questions/explain program rules during the meeting	92.7%	3.4%	1.5%	0.4%	0.8%	1.1%
Availability of presenter to answer questions one-on-one after meeting	78.6%	2.3%	2.3%	0.4%	0.4%	16.0%
Engagement and/or energy of presenter and ability to keep your attention	91.6%	3.8%	1.9%	0.4%	0.8%	1.5%



Note: Larger circle indicates latest survey wave data.

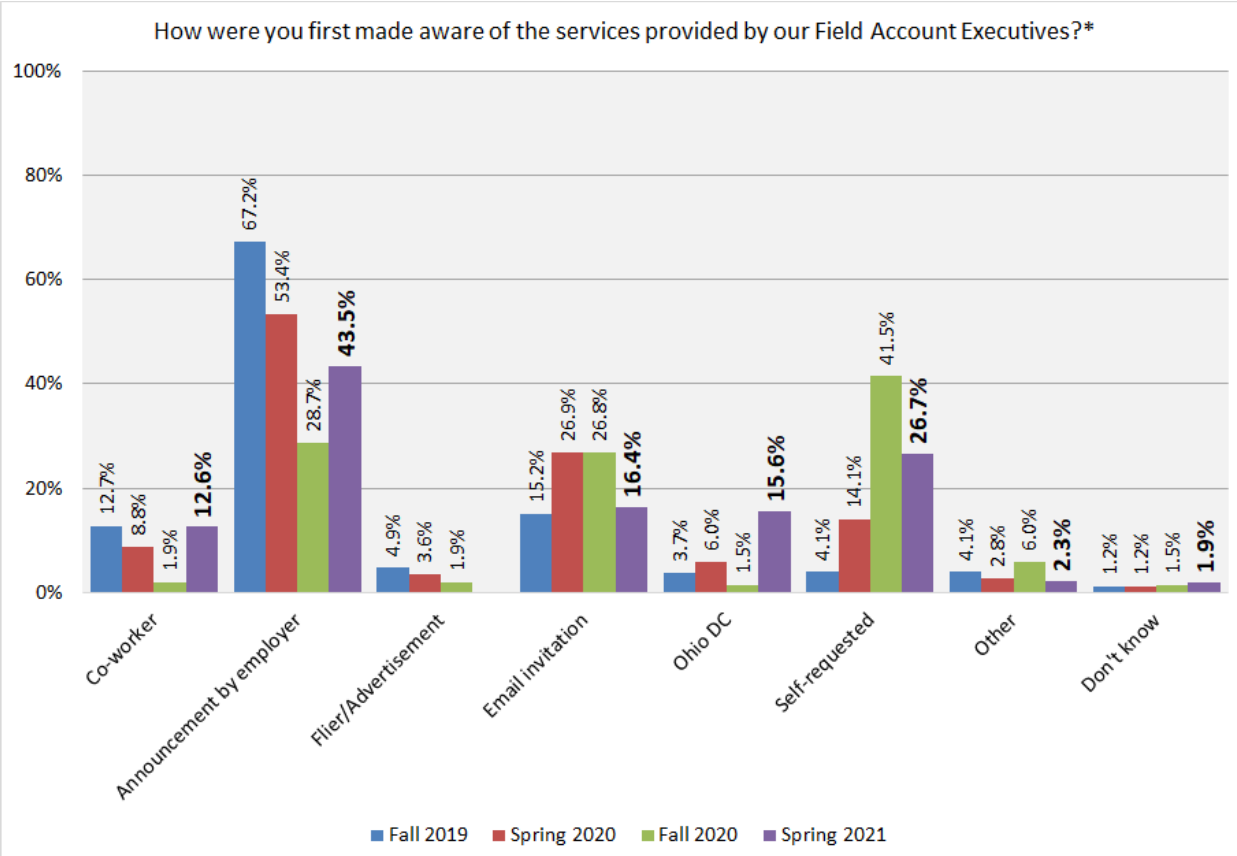
You said that you were less than satisfied with the knowledge level and/or information you received from the representative. What kind of information were you seeking?

9 respondents answered this question. Respondents most noted seeking **investment guidance or assistance.** The "Other" category responses can be found in the Verbatims section at the end of this report.

Information Sought N=9	Spring 2021
Investment guidance or assistance	44.4%
Information about transferring/rolling over money	22.2%
Information about fund performance	11.1%
Information about making a transaction	11.1%
Information about withdrawing money	11.1%
Other	55.6%

How were you first made aware of the services provided by our Field Account Executives? (Choose all that apply.)

The question wording was changed from previous reporting periods where it was asked as *How were you first made aware of the meeting?* Close to one half (43.5%) of the respondents learned about it through an announcement from their employer. See the Verbatim responses in the data binder for a complete list of responses to the "Other" category.



You rated the meeting as <1, 2, or 3>, for your overall satisfaction. What one thing would you say the meeting could improve in order to make you either "very" or "somewhat" satisfied?

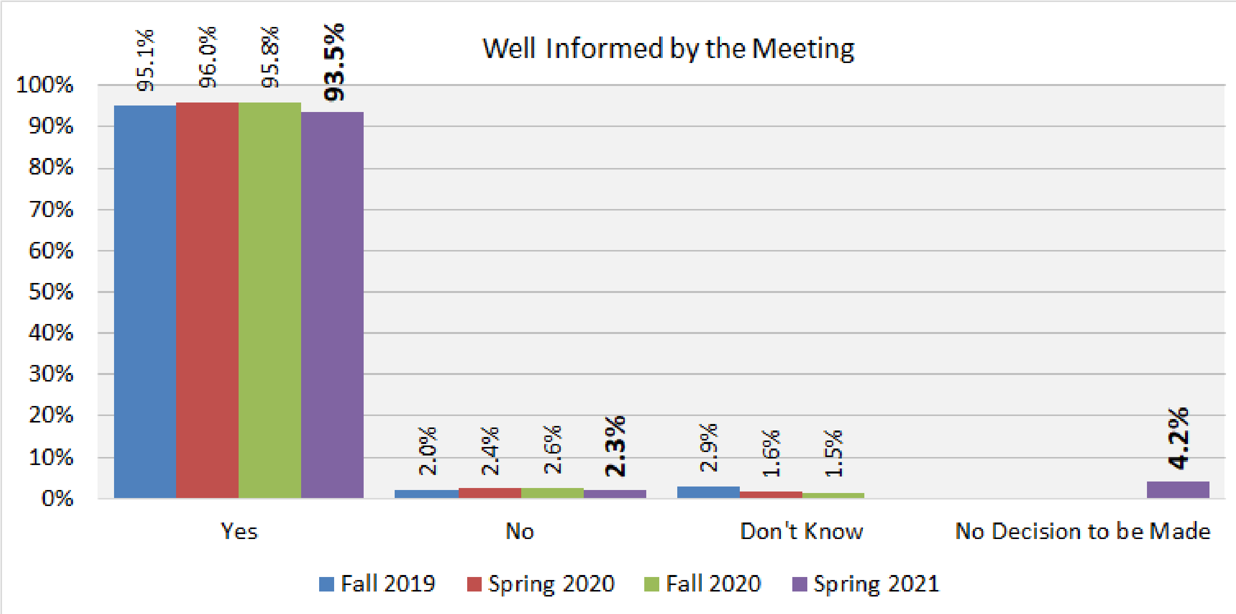
Of the 7 people who answered this question, some had direct comments about the representative, while others had questions that were not answered. A complete list of responses is in the Verbatims section of the data binder.

You rated the meeting as "somewhat satisfied" for your overall satisfaction. What one thing would you say the meeting could improve in order to make you "very" satisfied?

Of the 10 people who answered this question, the most popular suggestions mentioned wanting more information provided during the meeting. A complete list of responses is in the Verbatims section of the data binder.

Following the meeting, did you feel well enough informed to make an investment decision? (Phone respondents only)

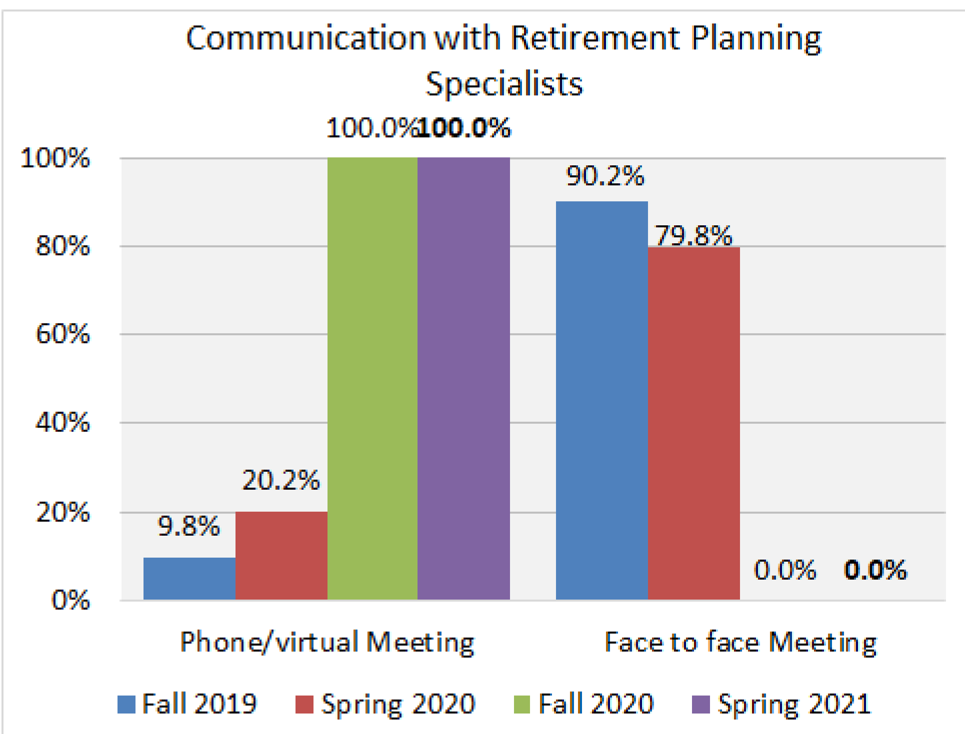
Meeting participants feel well-informed, with 93.5% so indicating. This is slightly lower than last Fall.This decrease could be because the wording of the "Don't Know" response option was changed to "No Decision to be Made".



Meetings with a Retirement Planning Specialist

*You indicated that you have communicated with an Ohio DC Retirement Planning Specialist. Was your communication through a phone/**virtual** meeting or a personal face-to-face meeting?*

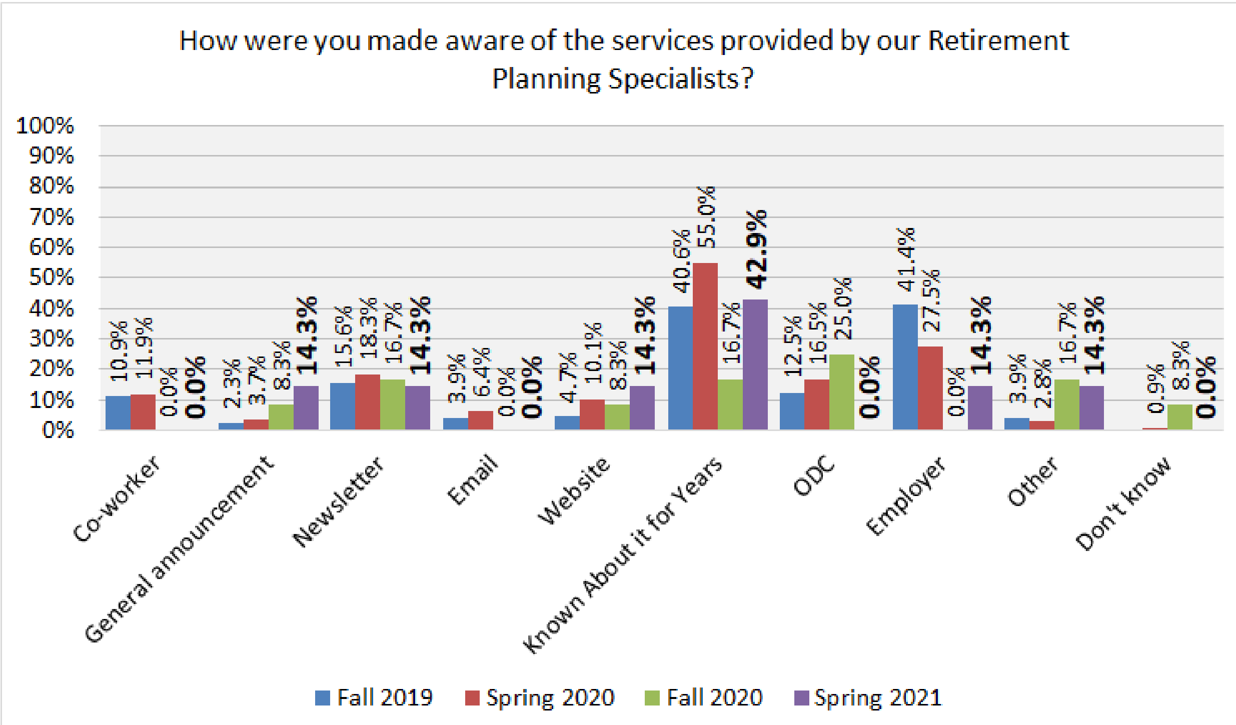
Likely due to the COVID-19 pandemic, all 7 respondents who rated Retirement Planning Specialist meetings conducted their meetings over the phone or virtually (virtual was added to the question wording this reporting period).



How were you made aware of the services provided by our Retirement Planning Specialists?

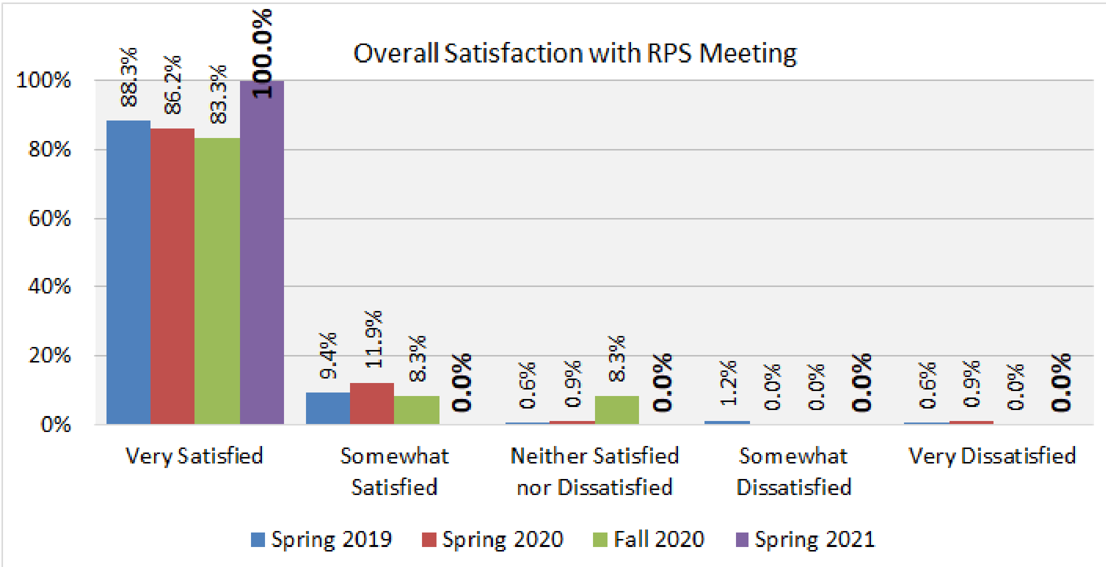
(Choose all that apply.)

The most mentioned source of awareness of services was knowing about them for years (42.9% of respondents). A complete list of responses is in the Verbatims section of the data binder.



Thinking about the meeting or meetings that you attended, please rate the meeting on each of the following attributes that apply using a scale of 1-5, where 5 represents that you are 'very satisfied,' 4 is 'somewhat satisfied,' 3 is 'neither satisfied nor dissatisfied,'' 2 is 'somewhat dissatisfied,' and 1 is 'very dissatisfied.'

100% of respondents answering this question were either "very satisfied" with the meeting. Not 1 respondent was dissatisfied.



Similarly, a large majority of respondents are satisfied with specific attributes of their meeting (100%, with 85%+ "very satisfied"). Due to low sample size (7 responses), it was not possible to run correlation tests to determine the main driver of satisfaction.

Attribute	Very Satisfied	Somewhat Satisfied	Neither / Nor	Somewhat Dis-satisfied	Very Dis-satisfied	Don't Know
Usefulness of the info presented	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Knowledge level of the presenter	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Professionalism of the presenter	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ability of presenter to answer questions/explain program rules during the meeting	85.7%	14.3%	0.0%	0.0%	0.0%	0.0%
Energy of rep and their ability to keep your engaged	85.7%	14.3%	0.0%	0.0%	0.0%	0.0%

You said that you were not 'very' or 'somewhat' satisfied with the knowledge level and/or information you received from the representative. Can you tell me what kind of information you were you seeking? (Check all that apply.)

No respondents were asked this question this Spring, as no one said they were dissatisfied with the knowledge level and/or information received.

You rated the meeting as <1, 2, or 3>, for your overall satisfaction. What one thing would you say the meeting could improve in order to make you either "very" or "somewhat" satisfied?

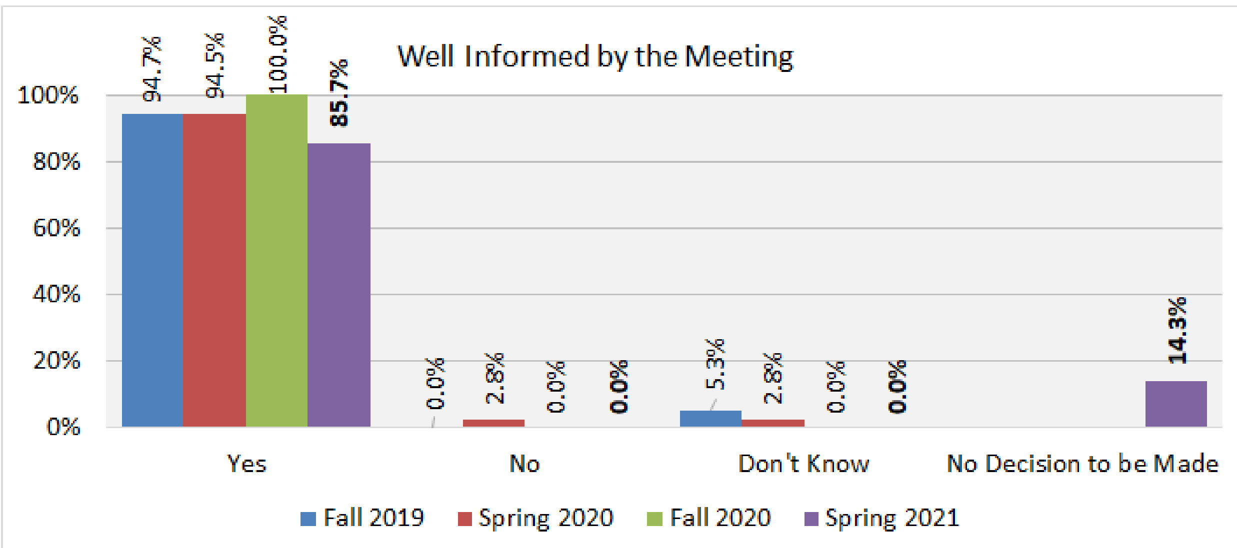
No respondents were asked this question this Spring. All 7 respondents were satisfied overall.

You rated the meeting as "somewhat satisfied" for your overall satisfaction. What one thing would you say the meeting could improve in order to make you "very" satisfied?

No respondents were asked this question this Spring. All 7 respondents were satisfied overall.

Following the meeting, did you feel well enough informed to make a decision?

Meeting participants feel well-informed, with 85.7% so indicating. This decrease from the Fall could be because the wording of the "Don't Know" response option was changed to "No Decision to be Made".

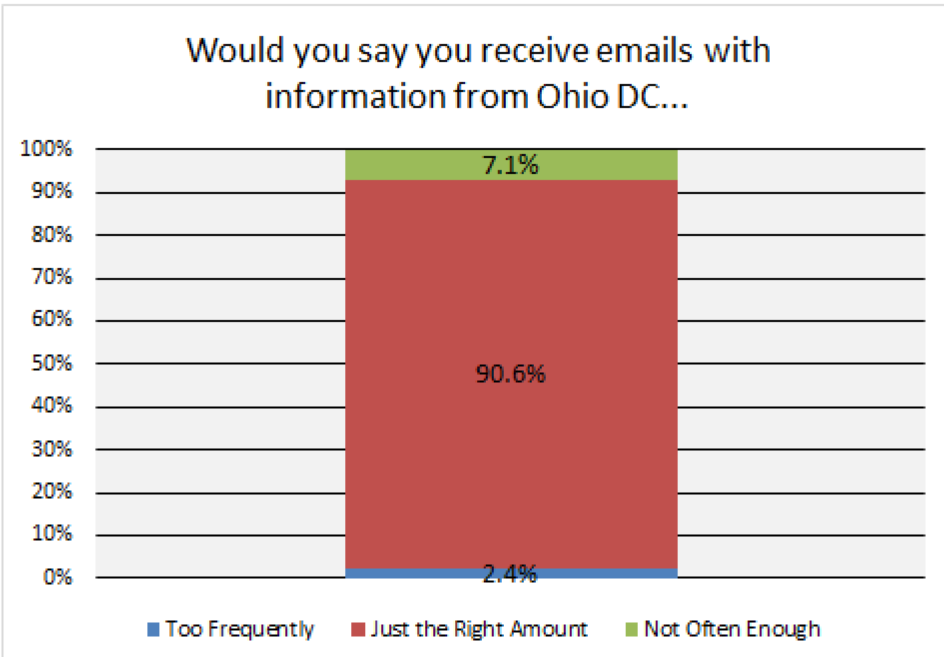


PROGRAM COMMUNICATIONS

Would you say you receive emails with information from Ohio DC.....

A majority of respondents would say they receive emails with information from Ohio DC just the right amount. Phone respondents were significantly more likely to report getting emails not often enough

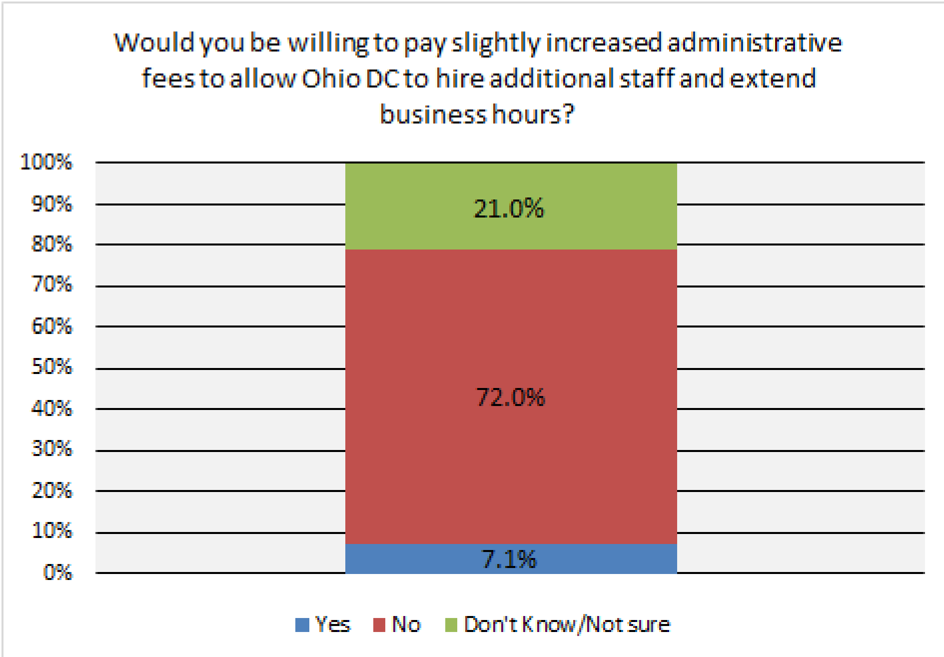
N=1191	Web	Phone	**Total**
Too Frequently	2.3%	2.6%	**2.4%**
Just the Right Amount	93.1%	83.3%	**90.6%**
Not Often Enough	4.6%	14.1%	**7.1%**



Current business hours are 8:00 to 4:00 Monday - Friday. Would you be willing to pay slightly increased administrative fees to allow Ohio DC to hire additional staff and extend business hours?

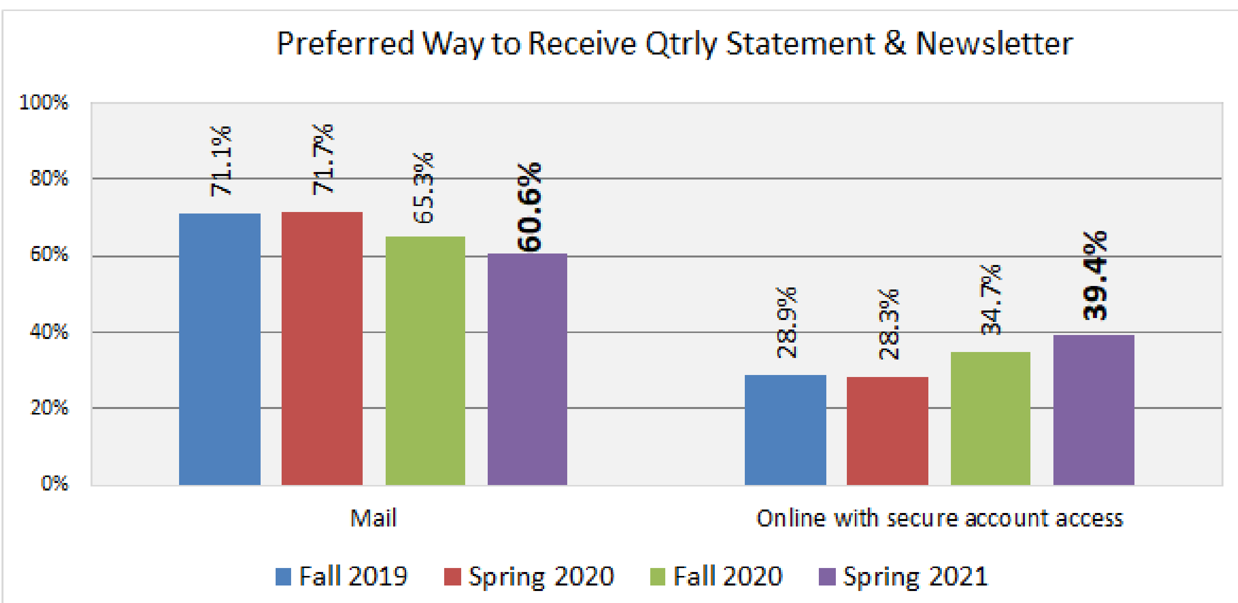
Fewer than 1 out of 10 respondents would be willing to pay slightly increased administrative fees to allow Ohio ODC to hre additional staff and extend business hours. Demographics who were more likely to say yes are people 18-39 (11.3%) and people making more than $150,000 annually (13.2%)

N=1191	Web	Phone	**Total**
Yes	5.3%	12.1%	**7.1%**
No	70.3%	76.7%	**72.0%**
Don't Know/Not sure	24.4%	11.1%	**21.0%**



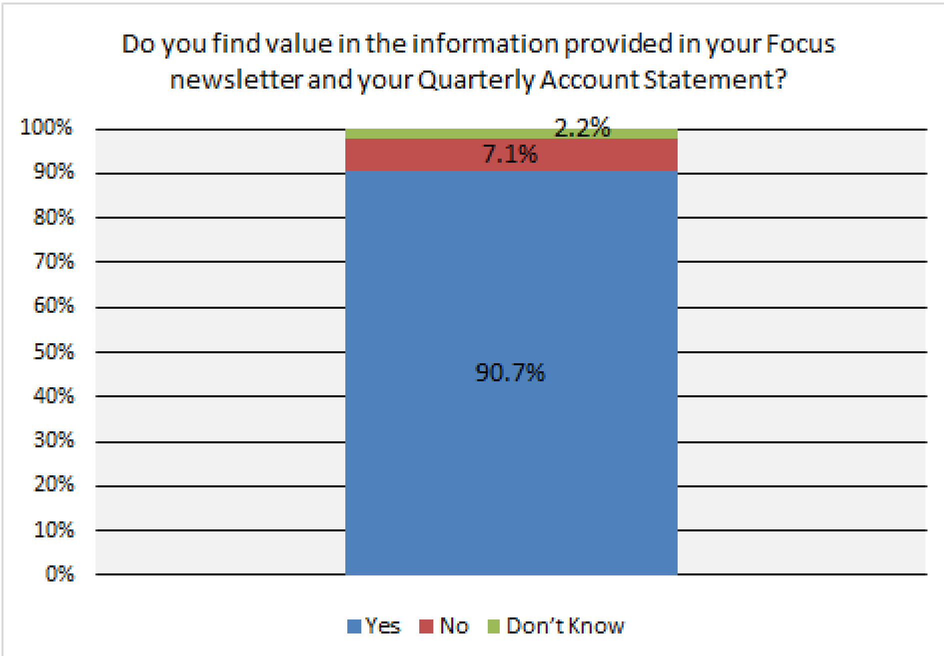
How would you prefer to receive your quarterly Account Statement and Focus newsletter?

Overall, mail is the strong preference for receiving the quarterly Account Statement and *Focus* newsletter, with 60.6% preferring mail. Only 39.4% prefer to receive online. Web respondents are significantly more likely than phone respondents to prefer to receive this information online with secure account access (42.1% vs. 31.5% phone).



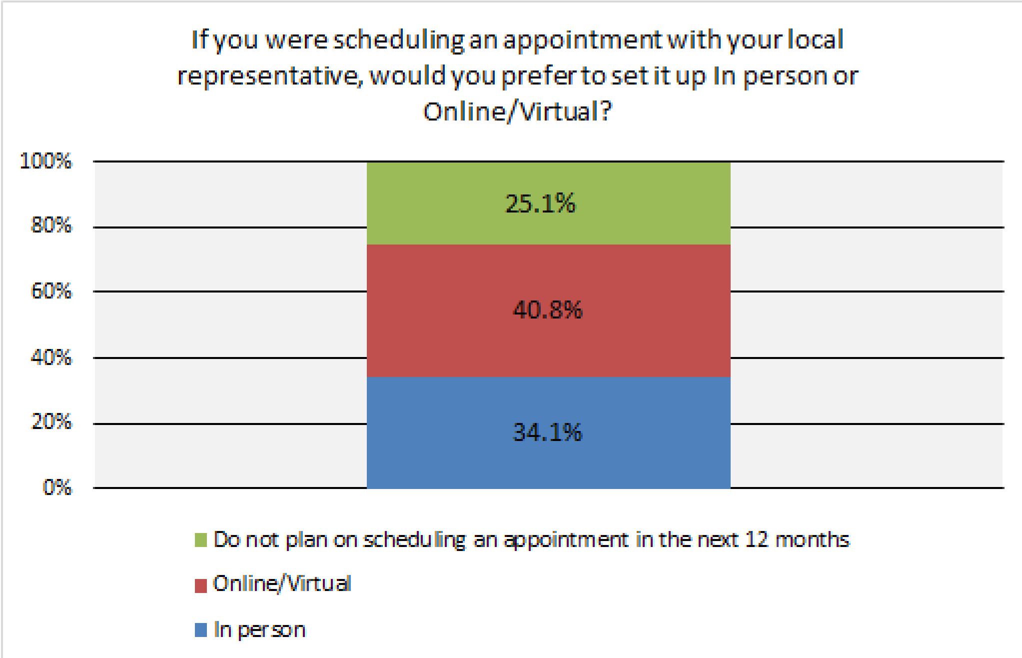
Do you find value in the information provided in your Focus newsletter and your Quarterly Account Statement?

Over nine out of ten (90.7%) respondents find value in the information provided in their Focus newsletter and Quarterly Account Statement. Significantly more web respondents find value in the information provided in their Focus newsletter and Quarterly Account Statements (92.3% vs 85.9% phone)



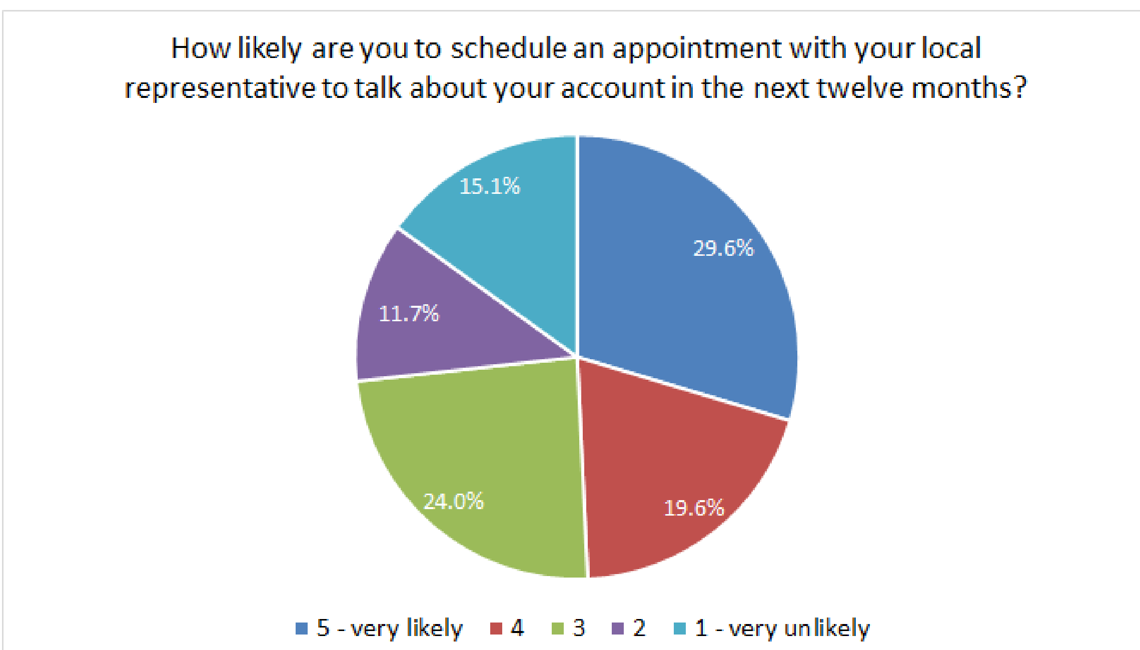
[Active participants only] If you were scheduling an appointment with your local representative to talk about your account in the next twelve months, would you prefer to set it up In person or Online/Virtual?

Of respondents who are planning to schedule an appointment in the next 12 months, more would prefer an online/virtual appointment over in person. Demographic insights include significantly more females would prefer an online/virtual appointment (50.4% vs 33.6% for males) and significantly more people 40-49 or 60+ would prefer an in-person meeting when compared to those 18-39 (39.3% for 40-49, 40.2% for 60+ and only 26.1% for 18-39).



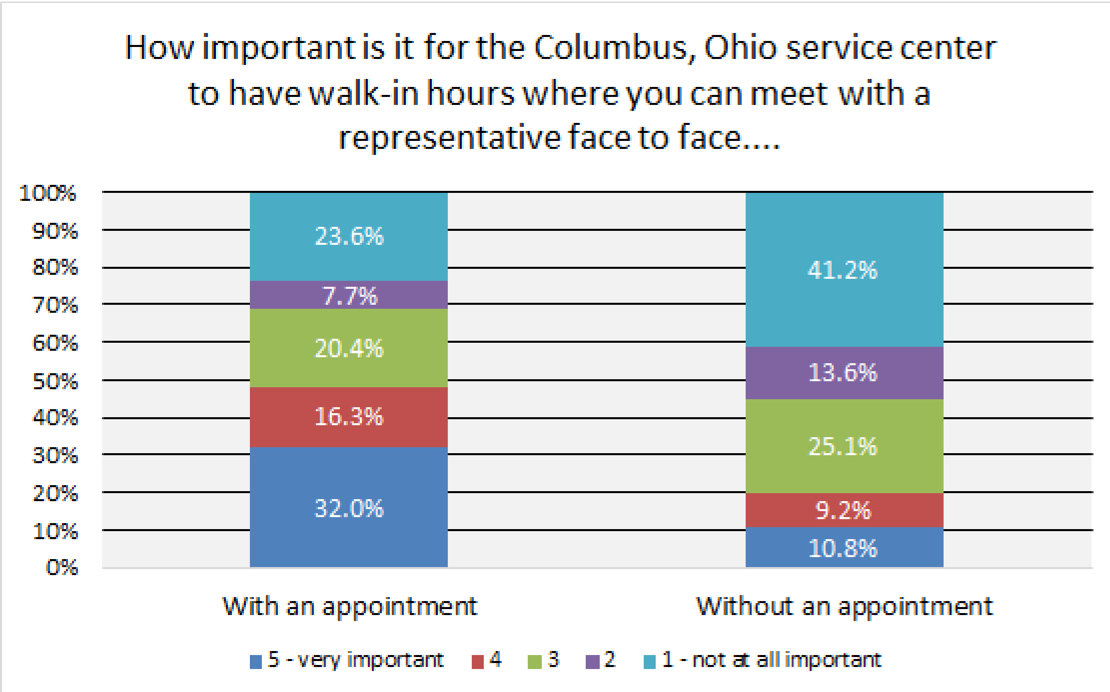
[Active participants who plan to schedule a meeting in the next 12 months only] On a scale of 1-5 with 1 being very unlikely and 5 being very likely, how likely are you to schedule an appointment with your local representative to talk about your account in the next twelve months?

Close to half of the 591 people answering (49.2%) rated their likelihood to schedule an appointment as a 4 or 5. Younger respondents 18-49 were more likely to rate a 1 than those 60+ (19.6% for 18-39, 21.8% for 40-49 and 9.4% for 60+).



On a scale of 1 – 5, with 1 being not at all important and 5 being very important, how important is it for the Columbus, Ohio service center to have walk-in hours where you can meet with a representative face to face....

This question was asked to all respondents. Respondents feel it is more important to have walk-in hours where they can meet with a representative face to face with an appointment than without an appointment.



What is your expectation for how long you would be placed on hold when calling any of the financial services companies with whom you conduct business?

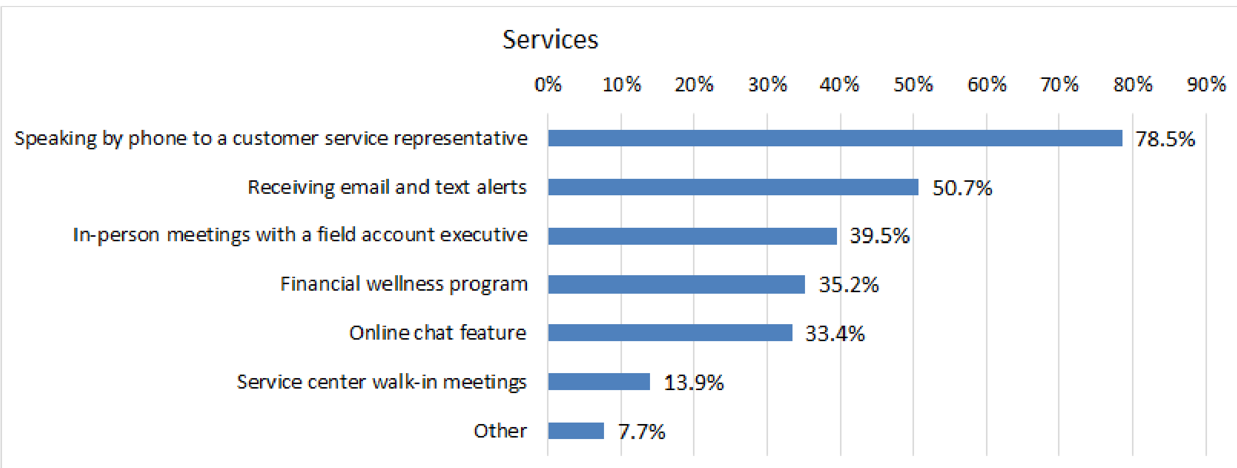
This was asked to all respondents as an open-ended question. A majority of respondents (67.4%) provided a time that was 5 minutes or less. A few respondents requested a scheduled callback option so they would not have to wait on hold.

Code	N	%
No Hold Time	7	0.6%
1 minute or less	78	6.5%
Other time - under 5 minutes	119	10.0%
2 minutes	107	9.0%
3 minutes	78	6.5%
5 minutes or less	415	34.8%
5-10 minutes	58	4.9%
Other time - under 10 minutes	7	0.6%
10 minutes or less	138	11.6%
Other time - longer than 10 minutes	35	2.9%

15 minutes	31	2.6%
Other (Non-Specific)	17	1.4%
Requested Scheduled Callback Option	7	0.6%
Don't Know	6	0.5%
Refused//no comment	30	2.5%

Ohio Deferred Compensation is reviewing the services provided to our participants in order to continue providing excellent customer service. Please choose the three services that are the most important to you moving forward.

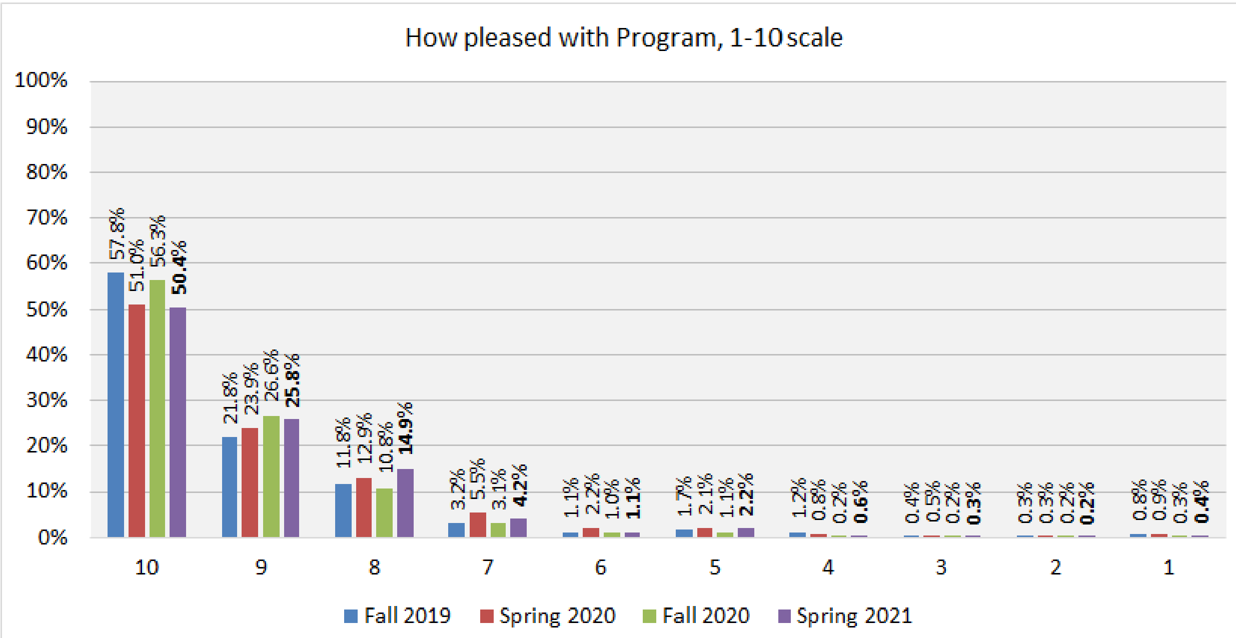
Over three-quarters of respondents selected **speaking by phone to a customer service representative** and over half selected **receiving email and text alerts**. Significantly more web respondents selected **receiving email and text alerts** (52.8% vs 44.6% phone), while significantly more phone respondents selected **in-person meetings with a field account representative** (52.1% vs 35.1% web), **service center walk-in meetings** (20.7% vs 11.6% web)**,** and **online chat feature** (20.7% vs 11.6% web)**.**



PARTICIPATION IN PROGRAM

On a scale of 1-10, where 10 is the most pleased, how pleased are you overall with the Ohio Deferred Compensation Program?

Respondents' overall satisfaction with their experience with the Program is high, with 91.1% rating how pleased they are with an 8, 9, or 10. Only 0.8% (10 respondents) are clearly displeased with the Program (a 1, 2, or 3 rating).



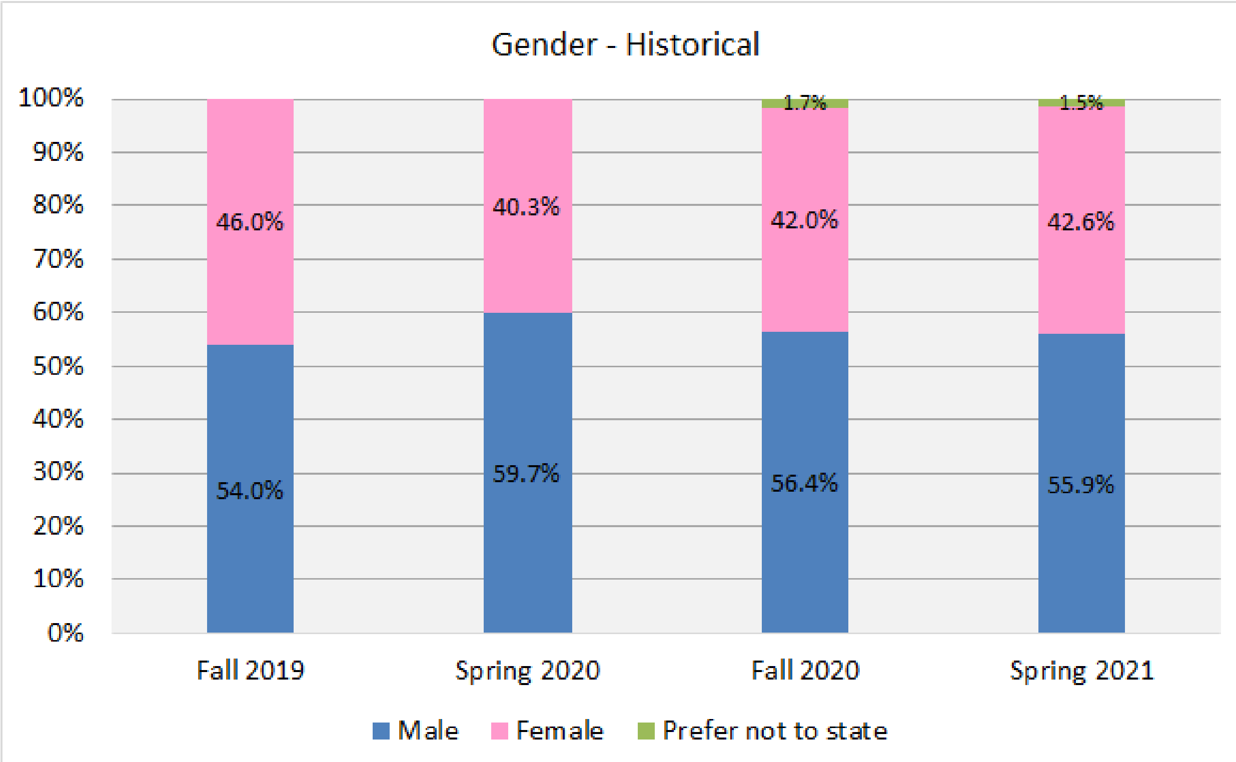
What would you say the Ohio Deferred Compensation Program could do to best serve you and keep you as a valued participant?

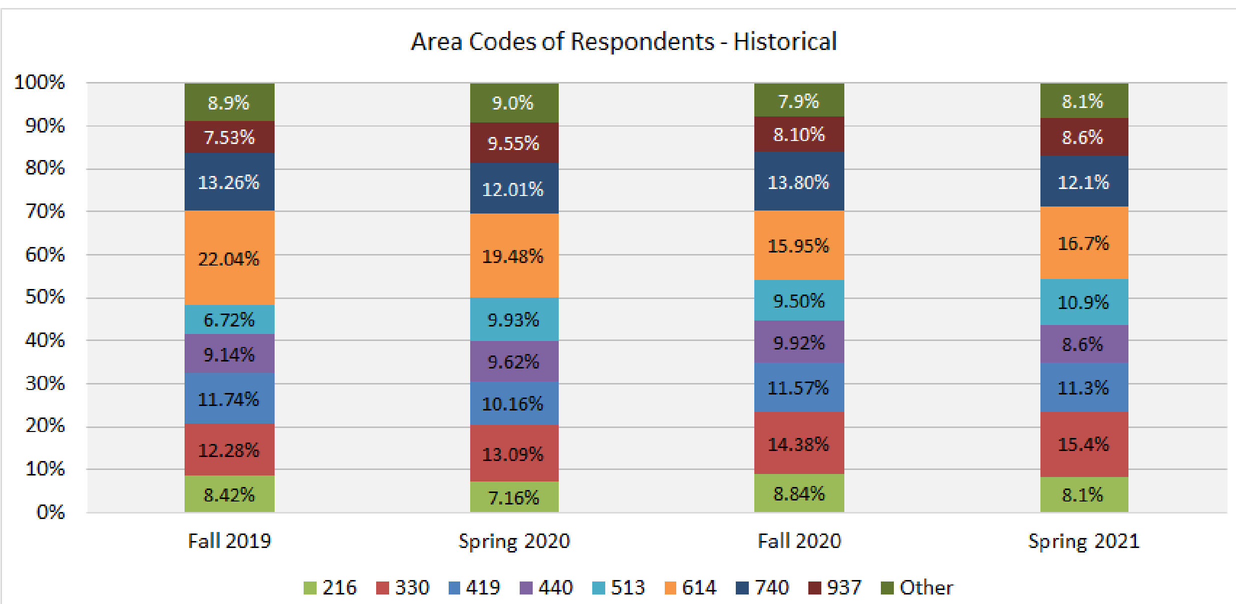
As every respondent in the survey was asked to respond openly to this question, the responses were categorized by subject, as shown below. The largest numbers of comments are from participants who are satisfied or could not offer any suggestions for improvement (56.9%). A complete list of responses can be found in the Verbatims sections of the data binder.

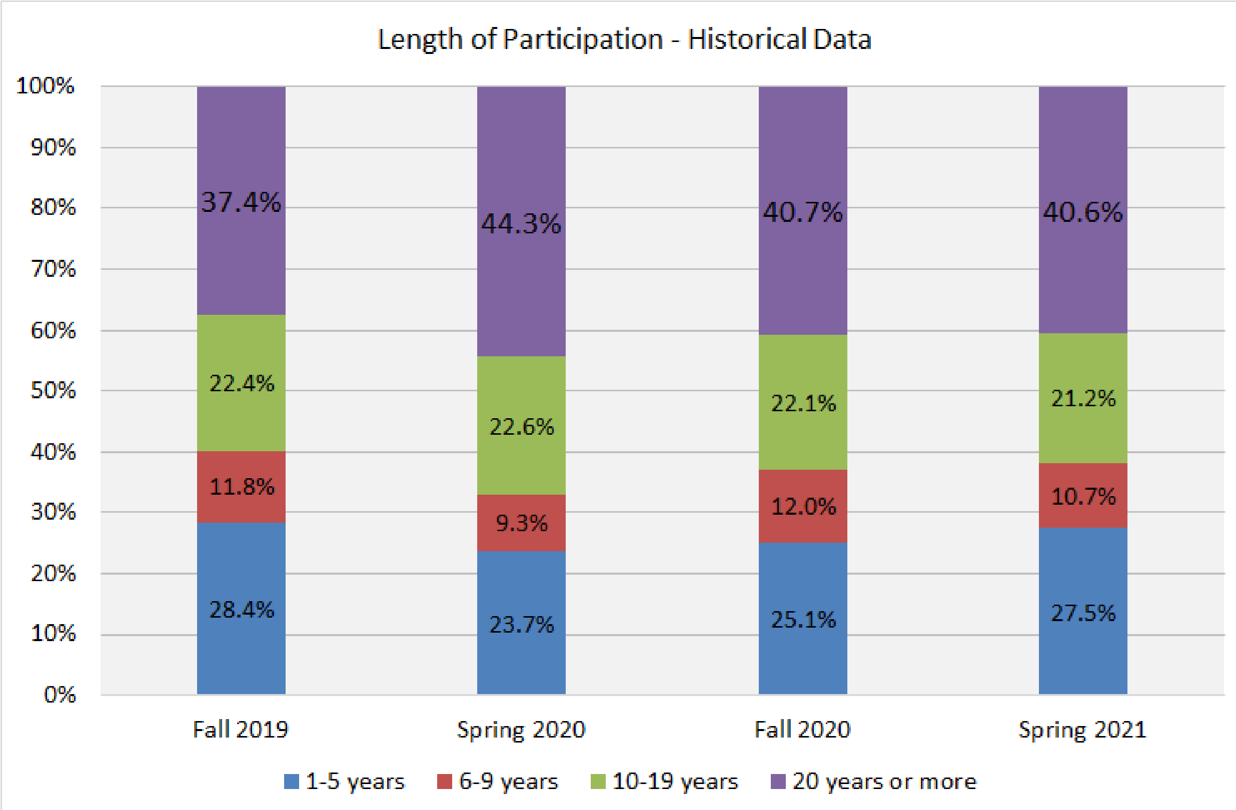
Category	Spring 2021	Fall 2020	Spring 2020	Fall 2019
Information	**75**	**79**	**93**	**84**
	6.3%	*6.5%*	*7.2%*	*7.4%*
Communication	**114**	**119**	**87**	**82**
	9.6%	*9.8%*	*6.7%*	*7.2%*
Investment Options	**93**	**92**	**85**	**54**
	7.8%	*7.6%*	*6.5%*	*4.8%*
Customer Service	**38**	**67**	**21**	**36**
	3.2%	*5.5%*	*1.6%*	*3.2%*
Website	**34**	**55**	**109**	**35**
	2.9%	*4.5%*	*8.4%*	*3.1%*
Updates	**49**	**42**	**49**	**31**
	4.1%	*3.5%*	*3.8%*	*2.7%*
Retirement	**32**	**41**	**33**	**26**
	2.7%	*3.4%*	*2.5%*	*2.3%*
Low Fees	**28**	**29**	**27**	**19**
	2.4%	*2.4%*	*2.1%*	*1.7%*
Financial Advice	**62**	**35**	**35**	**18**
	5.2%	*2.9%*	*2.7%*	*1.6%*
General Satisfaction	**321**	**424**	**422**	**353**
	27.0%	*35.0%*	*32.5%*	*31.1%*
Nothing	**152**	**197**	**210**	**216**
	12.8%	*16.3%*	*16.2%*	*19.0%*
Don't Know	**45**	**68**	**102**	**125**
	3.8%	*5.6%*	7.9%	*11.0%*

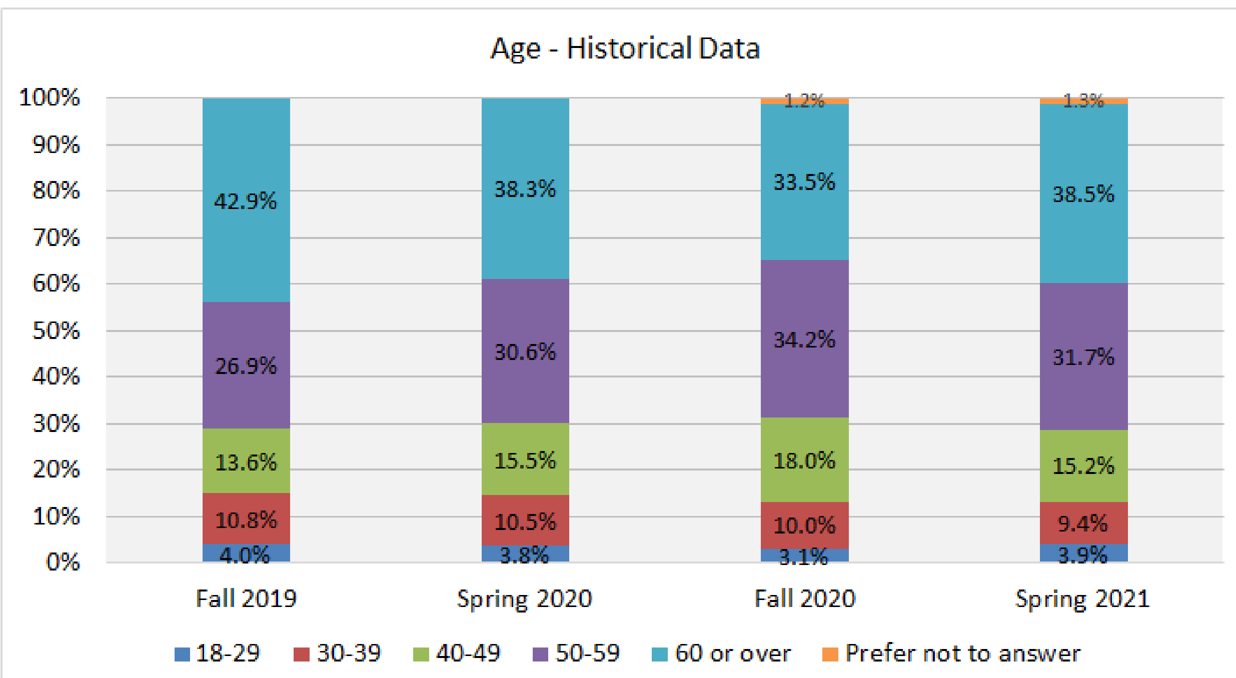

keep
just
good
make
funds
fees
really
can
better
low
fund
like
n/a
ohio
now
job
sure
phone
online
years
able
well
fine
help
get
give
need
call
way
see
much
best
option
one
helpful
access
value
high
open
easy
info
say
use
far
allow
stay
wait
site
little
costs
questions
updates
explain
appreciate
increase
want
update
important

Additional Demographic Charts






Length of Participation - Historical Data
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
37.4%
44.3%
40.7%
40.6%
22.4%
22.6%
22.1%
21.2%
11.8%
9.3%
12.0%
10.7%
28.4%
23.7%
25.1%
27.5%
Fall 2019
Spring 2020
Fall 2020
Spring 2021
1-5 years
6-9 years
10-19 years
20 years or more


Age - Historical Data
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
1.2%
1.3%
42.9%
38.3%
33.5%
38.5%
26.9%
30.6%
34.2%
31.7%
13.6%
15.5%
18.0%
15.2%
10.8%
10.5%
10.0%
9.4%
4.0%
3.8%
3.1%
3.9%
Fall 2019
Spring 2020
Fall 2020
Spring 2021
18-29
30-39
40-49
50-59
60 or over
Prefer not to answer