

## **The 2017 Pensions & Life Trends & Data Conference predicted what the future of retirement will look like**

**Evolving technology to underpin meaningful customer engagement is key to ensuring sustainable competitive advantage within life, pensions and investment providers.**

The need to build robust strategies for future retirees and innovate digital platforms that can handle a lifelong journey were among the themes explored at the 2017 Pensions & Life Trends & Data conference at BAFTA, London this week.

The conference, hosted by Paul Lewis from BBC Radio 4's Money Box and four leading industry experts, delivered captivating talks to a packed audience using research compiled specifically for the event. Shifting demographics and customer expectations were explored, highlighting that many products no longer fit the need. With UK adults now working on average for 11 different employers during their careers and living longer, lifestyles will also shift to accommodate this.

Aquila Heywood demonstrated that one simple combined approach, comprising three interlinked components, delivers the tools providers need to tackle growing industry challenges.

### **Data Warehousing, analytics and insight**

Data is everywhere, but information is scarce. Often the most valuable information comes from combining different sources of data. This is key.

### **Digital mediums and self-service**

Sophisticated and responsive digital presence – different journeys for different people.

### **Active engagement**

A full engagement software platform to run all direct communication to customers.

Phillip Walter, CEO at Aquila Heywood said:

'Incorporating web journey sophistication isn't only about building a competitive edge. It's essential to maintain your competitiveness. Having a proper digital face for your customers is no longer a nice to have but essential to survival.'

ENDS



Aquila Heywood

For more information and media enquiries, please contact:

Aquila Heywood  
Emma Fisher, Marketing Executive

[emma.fisher@aquilaheywood.co.uk](mailto:emma.fisher@aquilaheywood.co.uk)

Switchboard: 01737 859859, Direct dial: 01737 857078

Aquila Heywood, Aquila House, 35 London Road, Redhill, Surrey RH1 1NJ

[www.aquilaheywood.co.uk](http://www.aquilaheywood.co.uk)

@aquilaheywood