



Navigation assistance

What is navigation assistance?



Available through the chat platform

Can be leveraged immediately



Screenshare function

Allows the agent to guide a participant through the website when navigation issues arise in a chat session

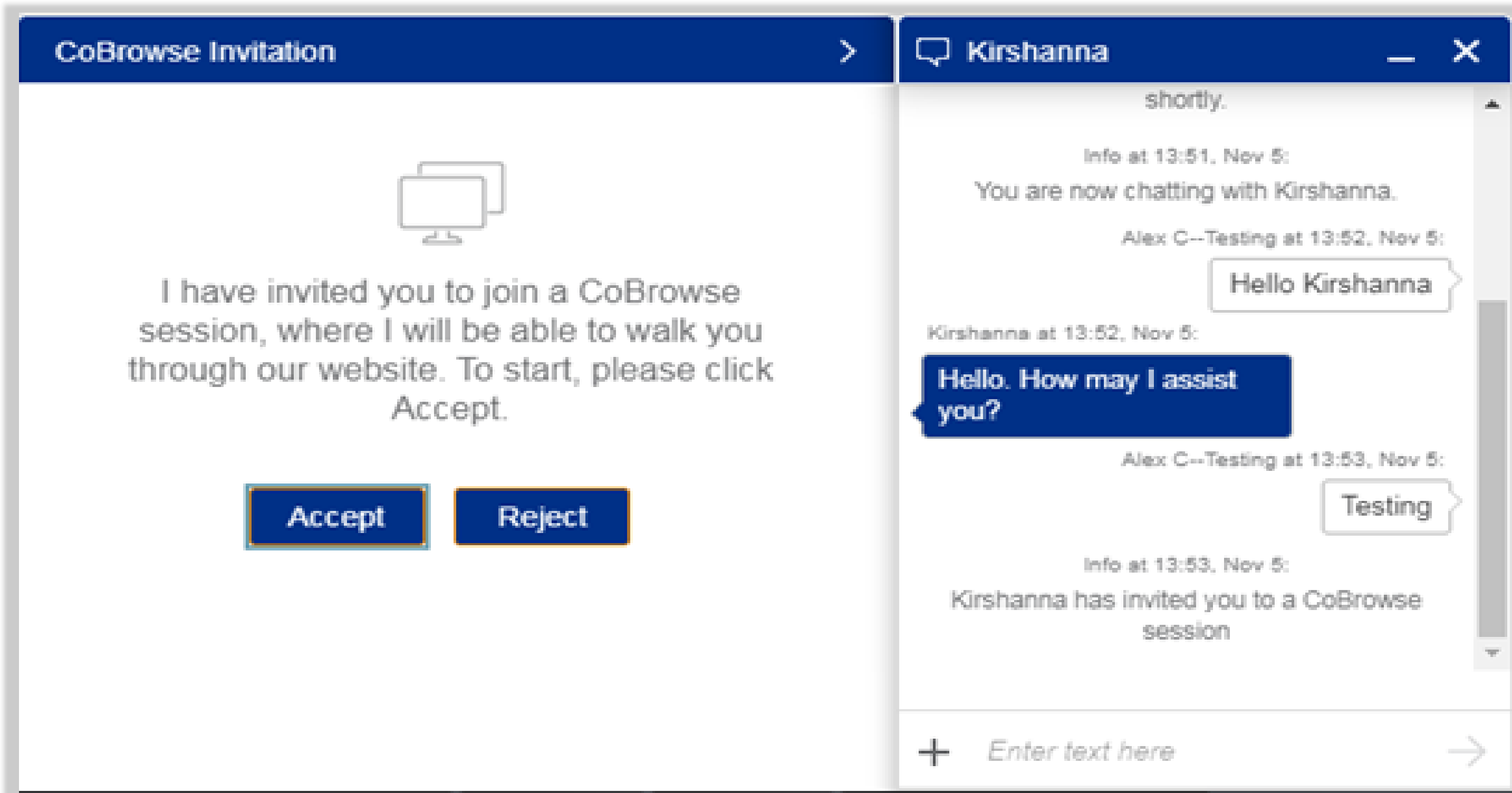


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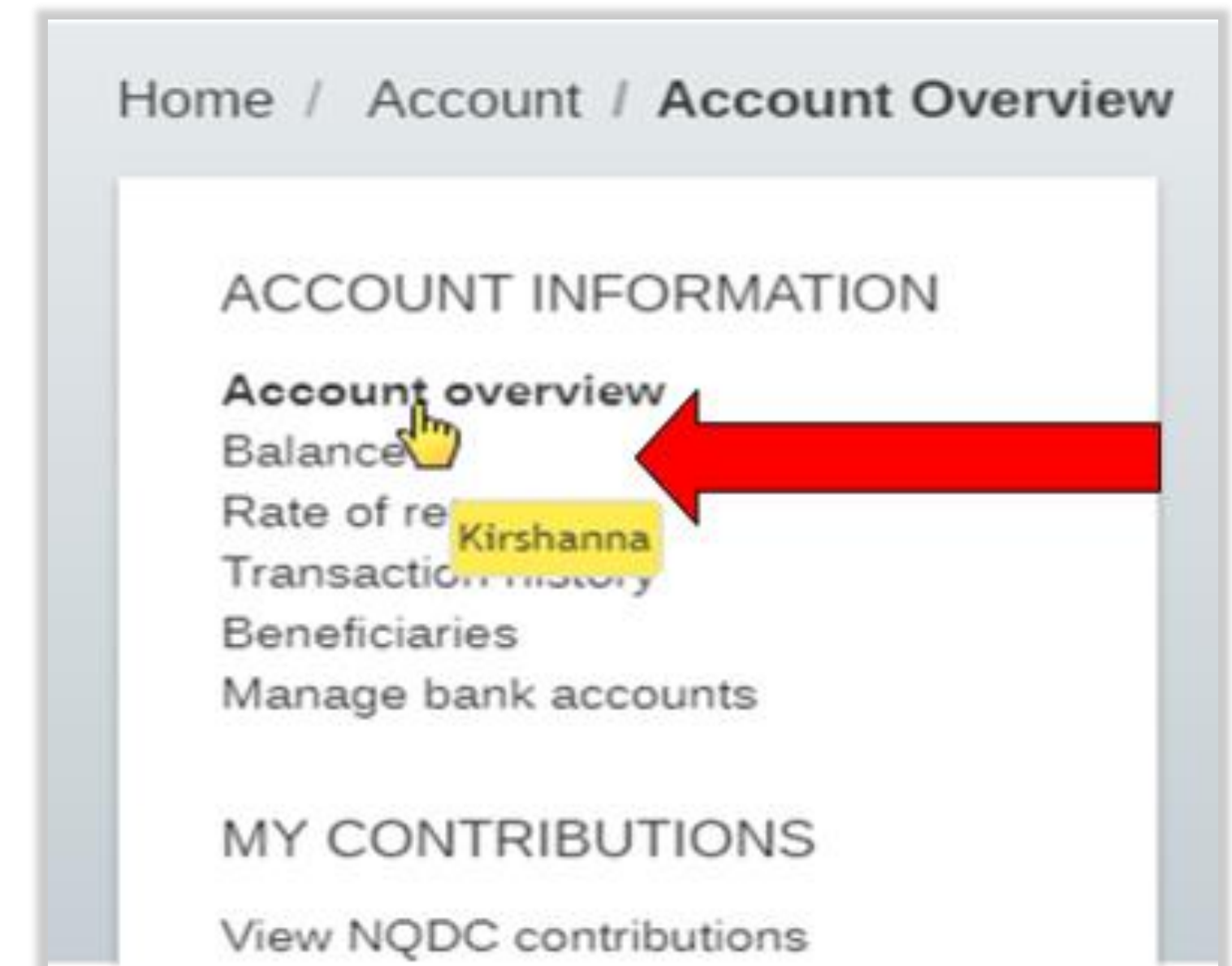
Agents cannot view any websites or local system info outside of Empower.com and have no navigation power

What does the experience look like?

- 1 The agent provides the invitation through the chat window. The participant can accept or reject the offer.



- 2 If the invitation is accepted, the agent shows the participant where to click.



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Optimizing the customer experience



Chat supports the following actions today

- Support with all account- and plan-level detail
- Hardship, 59.5 and in-service withdrawal quotes
- Loan quote
- Form fulfillment
- Statement and tax form reprint
- Assistance with all other actions through text over chat



Actions supported more efficiently through navigation assistance

- Separation of service, 59.5 and in-service withdrawal requests
- Loan request
- Fund allocation change/rebalance
- Exchange/fund transfer/brokerage transfer
- Deferral change
- Indicative data and beneficiary changes
- Opt-in/out paperless statements



Navigation assistance Improves the customer experience

- Provides greater support in the execution of transactions and indicative data changes, etc.
- Allows participants who prefer the web to use the web, not the phone
- Reduces frustration and shortens interactions
- Increases participant confidence in the accuracy of their request
- Provides future self-help execution

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