

News Release:

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West Midlands Pension Fund improves customer experience with a refreshed wmpfonline.com

The West Midlands Pension Fund launches a new website today, with a user friendly approach the website provides information at the touch of a button having been designed to help the Fund's members and employers find the pensions information they need faster and easier than ever before.

The new website has been designed with the user in mind and is now accessible to all with a clean look and multiple routes to finding information. In designing the website the Fund responded to the feedback received from members on the previous design of the site and has ensured that the most regularly used areas of the website are able to be located with fewer clicks, making it easier to navigate.

The Fund's previous website design had been in place for over four years and although visitors to wmpfonline.com have consistently increased in this time the system itself was becoming outdated.

The move to the new design is another step in the West Midlands Pension Fund's electronic business model and the "channel-shift" it is witnessing with more of its members and employers engaging with the Fund through its self-service web portal which allows customers to transact simple pensions updates and calculations online. The Fund, in moving forward with its vision, recognises that the use of electronic means has become the normal way of doing business with online users expecting more from their web experiences.

Councillor Thomas Turner, Chair of Pensions Committee for the West Midlands Pension Fund, said, "The move to this new website offers numerous benefits for the Fund, and we are confident that our customers will see the benefits too, as they will spend less of their valuable time searching online for pensions information which is now much more readily available."

The launch of the new design for wmpfonline.com is just the beginning of the improvements to the Fund's website. Officers from the Fund are seeking usability testers to attend workshops to give their feedback and experiences on using the website. If you would like to take part or would like more information, please email wmpfonline@wolverhampton.gov.uk to register your interest.

Ends

Notes for Editors:

The West Midlands Pension Fund provides pension services to over 267,000 current and former employees of the seven West Midlands district councils and over 400 employers participating in the Fund. It is one of the largest funds in England and Wales, employing 115 FTE members of staff and as at 31st March 2014 was valued at £10.1 billion.

The West Midlands Pension Fund strives to be a best practice organisation, delivering a customer-focused service achieving reaccreditation of the Customer Service Excellence award, while providing value for money to its stakeholders.

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