

Emotions and technology in pension service interactions

“How technology can improve – rather than replace – human interaction within pension services”

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With the upcoming pension reforms, it is important that pension participants become well informed about their pension situation and the choices they have. Personal interaction between pension provider and participant – via email, call center or chat – plays an important role in this. In contact with participants, managing negative emotions such as sadness, fear or anger is essential. This requires good interaction between technological tools such as chatbots and human employees. Negative experiences with the pension provider can get in the way of an optimal pension choices in the long run.

Main Findings

- Personal interactions with pension providers are often emotionally charged, because retirement is an important part of financial well-being.
- Negative emotions and experiences have a negative effect on participants in the short and long term.
- Technology and artificial intelligence (AI) can help service employees to identify and deal with participants' emotions, but trust of participants and employees is still low.

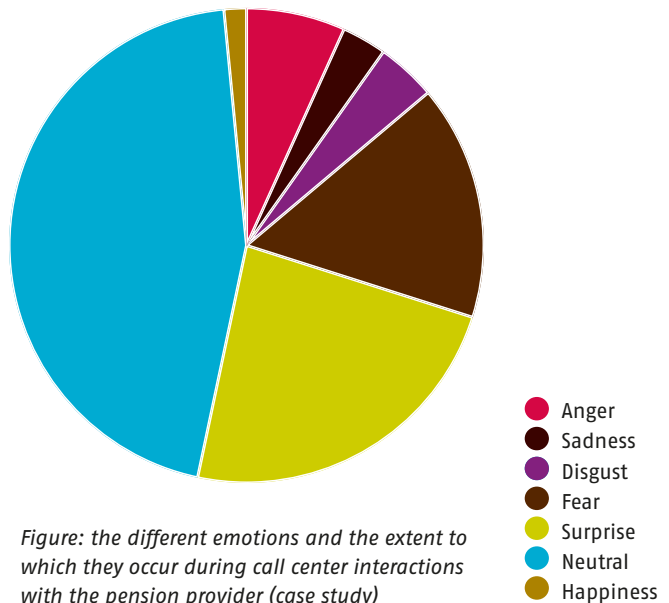


Figure: the different emotions and the extent to which they occur during call center interactions with the pension provider (case study)

Key Take Aways for the Industry

- AI can help increase participants' trust, satisfaction and pension awareness, but requires frequent testing and employee involvement.
- Involve employees in introducing AI solutions to work on optimal use and trust and to diminish the fear of replacement.
- Training on handling emotions is essential for both AI solutions (with good data) and employees.



Want to know more? Read the paper

'Emotions and technology in pension service interactions: taking stock and moving forward'