



A NEW WEB STRATEGY KEEPS INVESTORS INFORMED

The Ontario Teacher’s Pension Plan redefines its web strategy to communicate its vision and investment plan to stakeholders.

CLIENT Ontario Teacher’s Pension Plan LOCATION Toronto, ON WEBSITE www.otpp.com INDUSTRY Finance

SERVICES RENDERED



STRATEGY
Web Strategy



RESEARCH
Stakeholder Research
User Interviews

CHALLENGE

The Ontario Teacher’s Pension Plan (Teachers’) is one of the world’s largest institutional investors. It is a complex business organization working in a fast-changing and competitive industry. Responsible for the pensions of over 300,000 teachers and retirees, Teachers’ wanted a platform that would clearly communicate and reflect its pension plan strategy to shareholders.

APPROACH

To marry the worlds of high finance and customer service, Akendi developed a four-year web strategy for Teachers’. Taking the performance management tool – the balanced scorecard approach – into account, a web strategy was developed around four key areas: finance; internal processes; learning and growth; and, customers and stakeholders. Akendi defined success metrics for these four areas which could be evaluated on a yearly basis over the course of the mandate.

IMPACT

This clearly-outlined web strategy will help internal stakeholders at Teachers’ articulate its pension plan to shareholders and keep them informed about business developments. The success metrics will allow Teachers’ to ensure that the web vision continues to support Teachers’ corporate vision and that the website provides all users with an easy path to the content they need.