Account Manager Position Survey—2012
First Edition

Benchmark for retirement plan service providers

Provides retirement plan services firms with a benchmark for the Account Manager position across plan sizes.

50 questions addressing lines of business supported, staffing, recruiting, retention, assignment to clients, years of experience, case loads, designations, compensation, incentive compensation, supervision, segmentation, support staff, training time and training budget

- ✓ 35+ retirement plan service providers invited to contribute
- ✓ Users: Head of Account Management, Human Resources, Strategy

Results available only to participating firms, reports for internal company use only

Deliverables

- ✓ Overall report (tables and executive summary)
- ✓ Coded firm-by-firm report (includes a stand-alone list of participating firms)
- ✓ Private Web-conference presentation of study results for your firm

The overall report includes aggregate measures such as mean, median, first and third quartile

The firm-by-firm report includes company-specific responses to some but not all the questions; company names are coded (separate set of three-digit codes for each section) to preserve anonymity. The Web-conference presentation of study findings provides recommendations specific to your firm based on the data presented in the various reports, an informed opinion and an opportunity for Q&A on a range of issues to help formulate improvement strategies.

Schedule

Survey fielded .... July 9, 2012
Respond by .... August 3
Overall report .... August 21
Firm by firm report .... September 14
Private Web presentations and trend report .... September 17-21

Great value

Overall report $250

(Optional) Private custom Web-conference presentation for your firm and coded firm-by-firm report (including list of participating companies).................. $900*

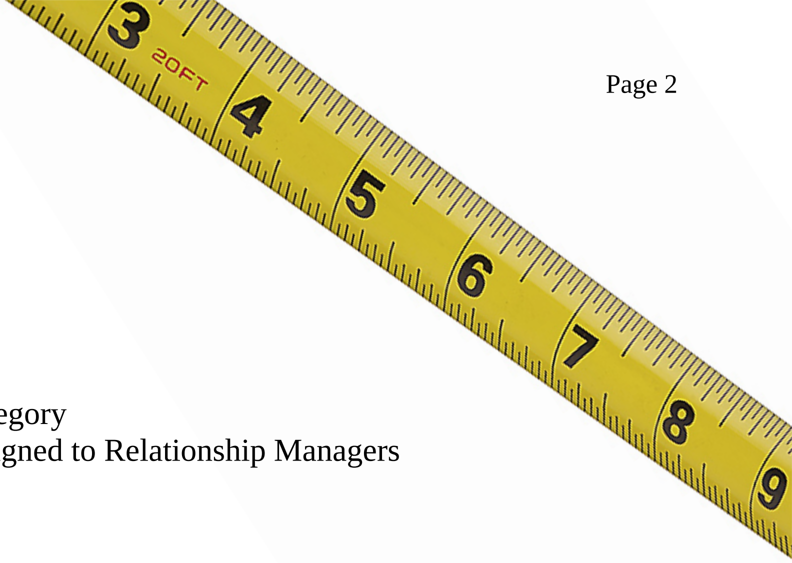
*$900 for decisions received on or before August 20, 2012 - $1,500 after August 20, 2012

Invoicing at the time of delivery

To participate

Complete and submit the PDF survey questionnaire electronically. You will be notified of receipt and we will follow-up with questions as needed.

Confidentiality agreement available on request.



Metrics

Section 1 - Survey Scope

- ✓ Business covered in survey response
- ✓ Lines of business in addition to DC plans
- ✓ Percent of business administered by TPAs

Section 2 - Staffing, recruiting and retention

- ✓ Number of account managers by assignment category
- ✓ Case load of account managers assigned/not assigned to Relationship Managers
- ✓ Industry tenure of account managers
- ✓ Turnover
- ✓ Number of new hires
- ✓ Distribution of new hires by source and immediate prior experience
- ✓ Designations

Section 3 – Compensation

- ✓ Mean, low and high base salary
- ✓ Incentive compensation formula for account managers
- ✓ Target level of incentive compensation (mean, bottom 25% and top 25% performers)

Section 4 - Supervision

- ✓ Number of supervisors
- ✓ Average span of control
- ✓ Average industry tenure of supervisors
- ✓ Average supervisor base salary
- ✓ Target level of supervisor incentive compensation
- ✓ Supervisor’s incentive compensation factors
- ✓ Ultimate responsibility for account management
- ✓ Reporting line for head of account management

Section 5 - Segmentation (Clients with account managers)

- ✓ Incidence of segmentation
- ✓ Segmentation factors
- ✓ Number of account management models

<u>For each of three segments:</u>

- ✓ Segment name
- ✓ External title of account managers
- ✓ Number of account managers
- ✓ Case load of account managers (mean, low and high)
- ✓ Average total compensation of account managers

<u>For the segment with the most account managers:</u>

- ✓ Sharing of responsibilities among team members for each of 15 tasks

Section 6 - Support

- ✓ Number of administrative support staff
- ✓ Number of trainers, practice leaders or coaches
- ✓ Number of staff in support functions (client relationship managers, transaction processors, participant education consultants, participant contact center employees)
- ✓ Per-person budget for training and development
- ✓ Yearly hours of per-person training and development

Staffing

This research will be directed by Eric Henon, President, EACH Enterprise and Brian Neligan, Research Director, EACH Enterprise.

About EACH Enterprise

EACH Enterprise helps retirement plan service providers and investment management firms establish and maintain a clear position in target markets with coordinated marketing initiatives involving research, reporting, news release, social media, public speaking, seminar planning, and campaign management services.

Proprietary Initiatives

To help clients achieve strategic objectives, EACH Enterprise deploys all the resources necessary in a coordinated program to achieve revenue goals and to successfully retain clients for the long haul.

Marketing applications and research methods

- Client development
- Organization development
- Participant asset gathering
- Product launch
- Business development
- Market entry
- Focus Groups (virtual and in-person)
- Usability testing and behavioral finance
- Ethnographic observation
- Online, mail and phone surveys
- White papers and special projects

Seminar / Event Planning

Prepare and manage marketing events. Services include program development, speaker selection and briefing, organization, venue selection, negotiation and coordination, invitation, registration and confirmation, curriculum development, hosting, ground transportation, evaluation and follow-up.

Roundtables

Account Management Roundtable -

Forum for individuals with overall responsibility for account management at retirement plan service provider firms. Account Management encompasses (1) plan-level monitoring of day-to-day activities such as payroll feeds, loans and other transactions for compliance and orderly processing and (2) response to client questions regarding day-to-day plan administration. Plans serviced by Account Managers may be assigned to a Client Relationship Manager or not. Next meeting November 7, 2012 hosted by Ameritas Retirement Plans in Cincinnati, OH..

Client Relationship Management Roundtable

Forum for Chief Client Relationship Management Officers of retirement plan firms to discuss emerging industry trends, major challenges and opportunities, current and upcoming governmental regulations and other topics of interest to attendees. Informal discussions are organized around topics suggested in the registration process. There are no minutes of this meeting. Next meeting November 7/8, 2012 hosted by Fifth Third Bank in Cincinnati, OH..

Participant Strategy Roundtable

Roundtable for heads of participant strategy (i.e. education, communication, Web, and contact center) to discuss strategies addressing common plan sponsor objectives (participation, contribution level, asset allocation), that the most progressive plan sponsors seek to achieve, and how strategies designed for a conventional environment translate into an automatic enrollment environment. Next meeting December 4/5, 2012 at the Hyatt Regency Orlando International Airport Hotel.

Retirement Advisor Council

The Council advocates for successful qualified plan and participant retirement outcomes through the collaborative efforts of experienced, qualified retirement plan advisors, investment firms and asset managers, and defined contribution plan service providers. To learn more about the council please visit www.dcpicadvisors.com.

Industry Research

Client Relationship Manager Position Survey

Provides a benchmark for the Client Relationship Manager and Account Manager positions at Retirement Plan firms across plan sizes. The 70-question survey addresses compensation, responsibilities, staffing, recruiting, retention, supervision, segmentation, support (staff, training and development). Over 50 retirement plan service providers invited to contribute, 21 past contributors.

Company Practices

- Omnibus Periodic Company Practices Survey on Participant Strategy (2012)
- Participant Fee Disclosures—Peer Company Practices Survey Series
- Participant Fee Disclosures—Peer Company Practices: Conference Calls and Report
- 408(b)(2) fee disclosure practices
- Participant job descriptions
- Participant education effectiveness management
- Paperless roll-in processing