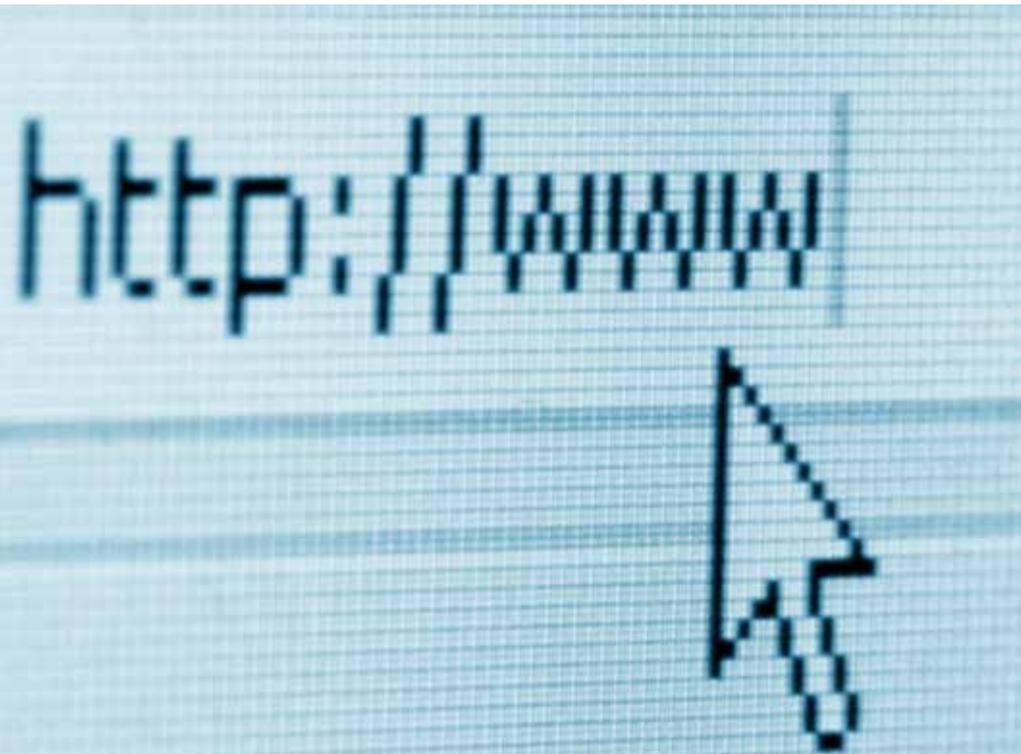


The AXA Shareplan Goes Online



Overview

With a history stretching back to the 18th Century, AXA is focused on delivering:

- Wealth management
- Insurance
- Healthcare

Equiniti have been administering the AXA Shareplan since 2000. It is a French plan offering investment opportunities in the Company through a combination of a company loan and/or payment facility.

Historically the annual application process involved a paper application form with either a cheque or loan facility. This was manually intensive and resulted in a high proportion of rejections.

Feedback revealed that some employees found the complexity of the paper based application process a barrier to applying.

Our Approach

In 2012 Equiniti worked with AXA to develop and deliver a bespoke online subscription process.

The aim was to enhance the employee experience and improve efficiencies through a simplified application process and online payment facility.

Employees received an email invitation linked to a dedicated Axa branded Shareplan website, which hosted the online application process. This meant;

- Online validation to eliminate rejections and built in calculations to prevent oversubscription and calculate payment amount
- no delays
- subscription available from employee's desks
- on-line payment (via interest free loan or debit card)
- Improved communication and employee understanding
- Greater confidentiality and security than paper based applications
- Instant acknowledgement of investment
- On-line cancellation process

The move to online was supported by employee road shows, manager briefing packs, poster campaigns and internal communication reminders across the AXA UK sites.

Key Tasks

- Manage two different Plans where employees subscribe to buy units linked to the AXA Share price at a discount
- Overall investments cannot exceed 25% of an employee's gross annual pay
- Make interest free loans available to enable/ encourage participation

Our Service

Despite very tight timescales the project met its fixed delivery deadline, the achievement of which was due to the commitment and co-ordination of departments within Equiniti, and the close interaction with the AXA project Team.

Measurement of the success of the project can be seen in the positive feedback received from AXA and a number of its employees. DELIVERED

- 2,162 employees participated in the 2012 Shareplan
- Over £2.9 million invested
- A successful take-up given the current economic climate and unrest felt regarding the Eurozone
- A total of 2,750 employees benefitted from gains totalling £557,969, averaging £202.89 per employee
- Zero rejected applications in 2012 compared to 10% in 2011

Following the launch, one AXA employee commented...

'Having just come off using the site this year, to apply online, it's brilliant and I'm completely taken aback at how easy it was!'