

# Customer Showcase: Shell Pensioners Association

## About the Shell Pensioners Association

The Shell Pensioners Association is a network for ex-Shell colleagues to keep in touch with one another, share memories and updates, and stay informed about Shell.

In 2022, the ToucanTech team moved the Shell Pensioners database from a very basic and large excel spreadsheet to a new online platform, which has also enabled members to network, hear about events, join dedicated local branches, and find out about the benefits of their SPA membership.

We caught up with Amanda Hunt, Secretary of the Shell Pensioners Association, to find out how they successfully launched their new platform through ToucanTech, and what their future plans are for the network.



**Amanda Hunt**  
Secretary  
Shell Pensioners Association

### What is the purpose of the Shell Pensioners Association?

“The SPA is an unincorporated association that exists primarily for ex-Shell colleagues to retain contact with each other and to keep alive their natural interest in Shell after retirement. It also provides an effective means of communication for members to keep in touch with the Company and have a voice on various pensions matters and other relevant issues of interest to them.

We currently have about 18,000 members and a mixture of active pensioners, who are already drawing their Shell pensions, and deferred pensioners who have left the company but are not yet taking their pensions.”

### What tactics did you use during the launch of your new online platform to have such great success?

“We publicized the launch of our new platform in our in-house newsletter (“SPA News”) and also on our SPA Facebook site. We also engaged with the Chairs of the local SPA branch groups to let them know about the platform and to encourage them to get their local members to sign up to the platform.”

## Shell Pensioners Association Statistics



Launched alumni network with ToucanTech: **2022**



**3,000+** online members and **600+** member logins in the last 30 days



**900+ monthly visitors** to the Shell Pensioners Association platform



**1,700+** monthly email opens

**SHELL PENSIONERS  
ASSOCIATION**

## What plans do you have for the Shell Pensioners Association platform?

"Our short term plan is to encourage as many members as possible to register for the platform so that it becomes the first place that people go to get up to date information on news or events that are relevant or impact them."

## What has been the feedback from members on the new site?

"The feedback has been very positive in the main. Of course, we are very mindful of the age demographic of our membership and recognise that not everyone is either using the latest devices or proficient with the technology, so we also have to keep that in mind when trying to help people out or answer questions."

## How do you plan to keep members engaged over time?

"Keeping our membership engaged and getting people to visit the site on a regular basis once they have signed up is a challenge that we recognise and to this end we know that we need to keep adding new content and keep the site fresh."

We are currently exploring ways to offer a marketplace that members can use to buy and sell things or advertise small businesses or advertise holiday rentals etc. Some of the feedback we have received suggests that this is something our membership would like to see.

We also have plans to look at providing structured chat groups where members who have similar interests, hobbies or maybe worked at the same location can connect and chat online with other members. This already happens to some degree on our Facebook site and we would like to see if we can offer similar on our website."

## What are some of the benefits that members can access through the platform?

"Members can access and download the latest copy of our in-house newsletter "SPA News" and additionally, they have access to the complete archive of newsletters going back to Issue 1 from 1968! We are very much encouraging our members to read SPA News online rather than paper copies which we still send out."

Members can search and connect with other members and build their own network of friends or maybe even find that long lost work colleague who they used to know.

We will also use the platform to publicise various ticketed events, reunions and AGM meetings that members may want to attend and will be able to register for.

We also provide a photo library where members can submit old photographs that might be of interest to a wider audience. Additionally we have put some of the old Shell TV adverts on the site for people to view that is a reminder of times past."





## About ToucanTech

ToucanTech is a community database software used by schools, companies and charities for alumni, careers, fundraising and marketing activities. Combining a flexible website and a powerful back-end database, it's an easy-to-use, all-in-one system.

### CRM

Track activity, measure engagement, capture consents, create postal labels, sync emails

### Community

Connect your members (e.g. alumni, parents, supporters) on a private network, synched with social media

### Fundraising

Process and log donations, set up funds, log tax relief, run reports, track donors

### Database

Import, filter, search and update records, create custom fields, forms and run complex reports

### Email

Create and send beautiful email newsletters, tracking open stats, remove bounced emails, manage unsubscribes

### Clubs/ Groups

Set up sub-groups within your network, with their own news and events

### News

Publish news stories and other content, tag people and share on social media

### Gallery & Resources

Post photos, artwork, year books, magazines and tag, categories and share

### Mentoring

Feature mentors, post jobs, publish careers guides and news, allow students/ alumni to search for mentors and track interactions

### Events

Plan your dinners, reunions and concerts, send reminders, book tickets, process payments