
MassMutual Retirement Services Offers 'Virtual Site Visit'

By Editor Test *Wed, Apr 14, 2010*

Intended to simulate a visit to MassMutual's Springfield, Mass., headquarters, the virtual tour introduces viewers to the firm's retirement plan services.

MassMutual's Retirement Services Division has introduced a new online virtual site visit that lets retirement plan advisors as well as existing and prospective plan sponsors "experience" MassMutual from the comfort of their own computer.

Intended to simulate a visit to MassMutual's Springfield, Mass., headquarters, the virtual tour introduces viewers to the firm's retirement plan services. The 15-minute tour originates in MassMutual's grand rotunda and, from there, visitors can choose six different paths and learn more about MassMutual's offerings.

"We envision our virtual site visit, which is the first of its kind in our industry, as a convenient and innovative way to introduce MassMutual to retirement plan advisors and plan sponsors, and to demonstrate the many reasons to consider MassMutual when searching for a new retirement services provider," says E. Heather Smiley, vice president and chief marketing officer, MassMutual Retirement Services Division.

The virtual site is available at <http://www.massmutualrsdemo.com/virtualvisit/>. For best results, viewers should have a processor speed of 2.4 GHz or greater and at least 2 GB of RAM.

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