

Suffolk Life receives first ever Investor In Customers award

4 January 2007

Suffolk Life, one of the UK's leading providers and administrators of SIPPs, has announced that it has been awarded the first ever Investor In Customers award.

The Investor In Customers assessment is a new independent service which assesses and recognises companies in all business sectors for their customer focus in four key areas:

- » understanding customer needs
- » meeting customer needs
- » delighting customers
- » developing long term relationship with customers

The above four principles are each broken down into four themes covering a wide range of criteria such as communication, product quality, treating customers fairly and the willingness of customers to recommend to others. Each of these themes is separately assessed through desk, customer, senior management and employee research. In Suffolk Life's case the customer research was conducted with both financial advisers and end customers.

Assuming an award is warranted there are three levels of recognition by IIC – one star for meeting a satisfactory level, two stars for outstanding performance and three stars for exceptional performance. Suffolk Life has been awarded



Two Stars

in recognition of their clear demonstration of commitment to their customers and they will be able to use the 'Investor In Customers' two star logo on all marketing material.

Henry Catchpole, CEO of Suffolk Life said: "We are delighted to be the first company to receive an Investor In Customers award. We take pride in the high levels of service we offer our customers and it is gratifying to receive independent confirmation of the service we provide. We will continue to strive for excellence in all aspects of our administration services, which is clearly a key to treating customers fairly."

Investor In Customers Chairman is Professor Tom Lambert, FRSA, famously described by Business Week as "the world's friendliest guru". Commenting on the first award he said: "Investor In Customers provides customer centric organisations with a systematic way of creating the means to develop long term profitable customer relationships using the unique measurement and delivery tools. It builds a strategic knowledge base for taking a business forward, it gives an operational tool for improving account management, real insights into customer loyalty and customer retention and uncovers where employees know

that service improvements can be made. The award has real commercial benefits and we expect many other companies both in the UK and overseas to seek an IIC award in the future.”

Further details on Suffolk Life can be found at www.suffolklife.co.uk and for Investor In Customers at www.investorincustomers.com.

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About Suffolk Life

Suffolk Life is one of the UK's leading providers and administrators of specialist pension products, primarily Self Invested Personal Pensions (SIPPs). It has set up over 8,000 SIPPs with aggregated assets of over £2 billion. Suffolk Life has acquired properties for over 1,500 policyholders.

Established in 1971 and based in Ipswich, Suffolk Life employs over 130 people and has built an enviable reputation based on its expertise and knowledge of the SIPP market.

This has been recognised through numerous other awards including:-

Technology, Admin and Service award, SIPPs – Pensions Management 2006
Best SIPP Provider - Professional Adviser 2006
Best SIPP Provider - Professional Pensions 2006 & 2005
Best SIPP Product - Moneyfacts 2005
Best Buy - Investors Chronicle 2005
Admin & Service awards, SIPPs – Pensions Management, wins in 2002, 2003 & 2004, commended in 2005

Further details are available by visiting the Suffolk Life website:
www.suffolklife.co.uk