



Chris Jones, Head of Corporate Development, receives the award from Pensions Management editor Pádraig Floyd and Declan Curry

## SIPP

# Suffolk Life

The Sipp market is finally showing the promise many have anticipated for some years and is finally booming.

Protected rights is seen as the next stage in the process. Some providers, including Suffolk Life, are already able to accept protected rights, but if it is generally allowed into Sipp, many believe this will open the floodgates for this sector.

This means it is now imperative for providers wanting to compete in this sector to have not only a product, but robust processes standing behind it or

else they will fail.

This was yet again the most fiercely contested category with the quality of submissions far higher this year according to the judges.

All demonstrated a commitment to customer support, staff training, service targets and the use of technology: making choosing an outright winner more challenging.

The winner was Suffolk Life, because its "very impressive" submission demonstrated that it had raised the bar it set when it won this category last year.

**"The application of technology as a practical tool to continually improve service to a wide range of stakeholders was made throughout Suffolk Life's very impressive submission."**

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