



## Suffolk Life awarded Investor in Customers accreditation for 2nd time

14 January 2009

Suffolk Life, one of the UK's leading providers and administrators of SIPPs, has announced that it has been awarded the Investor in Customers (IIC) accreditation for the 2nd time.

Quality of service is a key part of the Suffolk Life proposition and this is an increasingly important factor for advisers given the news that one large SIPP administrator has ceased accepting new business in order to rectify its administration.

Suffolk Life was the first company ever to be awarded the IIC accreditation in 2006. Since then numerous businesses across many industries have gone through the IIC accreditation process. The IIC accreditation takes companies back to basics – back to their customer and the service that they are delivering.

The IIC accreditation is an independent benchmark based on four principles:

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

The four guiding principles are each analysed across four different themes to provide detailed analysis of a business's level of achievement against the sixteen benchmarks. The accreditation process can lead to a maximum three star rating although a star rating is not guaranteed. For the second time Suffolk Life received a 2 star rating – an outstanding level of achievement – with its overall score improved from 2006.

Henry Catchpole, CEO Suffolk Life, said: "We are delighted to have been awarded a 2 star accreditation for the second time especially as our scores have improved across the board. We pride ourselves on the high levels of administration and technical service excellence we provide to advisers and their clients."

John Moret, Sales and Marketing Director at Suffolk Life added: "With increased competition and pressure on costs for SIPP products, competitive edge is very important. We always endeavour to take the time to research the service experience with advisers that have used us. Evidencing quality of service to new adviser contacts can be difficult and the IIC accreditation provides a very useful external and independent benchmark. A number of advisers have themselves been through the process and understand the value but to date few SIPP or other pension providers have stepped up to the mark."

IIC 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.

Neil Craig, Managing Director of Investor in Customers said: "Personal service has helped Suffolk Life achieve the business results that it has to date. From being our first accreditation 2 years ago, we were interested to see how the business had moved its service proposition forward and the extent to which it had continued to strive for service excellence. I am delighted to say that Suffolk Life achieved outstanding scores and both customers and staff have genuine affection and loyalty for the company. I believe the accreditation has real commercial benefits and we know that it has added value to those that have been through the process."

Further details on Suffolk Life can be found at [www.suffolklife.co.uk](http://www.suffolklife.co.uk) and for Investor in Customers at [www.investorincustomers.com](http://www.investorincustomers.com)

Over 1,000 advisers were contacted for this survey along with 200 Suffolk Life staff.

- Ends -

**For further information, please contact:**

John Moret, Director of Sales and Marketing  
Suffolk Life  
07711 492440  
Louise Dolan / James Marshall  
FD  
020 7269 7192 / 7222

**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 established over 14,000 self-invested plans and total assets exceed £3 billion. Suffolk Life has acquired over 1,600 properties for over 2,500 SIPP investors.

Established in 1971 and based in Ipswich, Suffolk Life employs around 200 people and has built an enviable reputation based on its expertise and knowledge of the SIPP market.

This has been recognised through numerous awards including:

- » Technology, Admin and Service award, Income drawdown – Pensions Management 2008
- » Technology, Admin and Service award, SIPPs – Pensions Management 2007 & 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
- » Financial Adviser 5 star service award 2008
- » Investor in Customers 2 star award for 2006 & 2008

Suffolk Life was acquired by Legal and General in May 2008

Further details are available by visiting the Suffolk Life website: [www.suffolklife.co.uk](http://www.suffolklife.co.uk)