



PENSION INSURANCE
CORPORATION

PIC AWARDED SERVICEMARK WITH DISTINCTION FOR “DEDICATION AND PASSION FOR GREAT CUSTOMER SERVICE”

London, 30 October 2017 – Pension Insurance Corporation plc (“PIC”), a specialist insurer of defined benefit pension funds, has been awarded the Institute of Customer Service’s (“the Institute”) ServiceMark Accreditation with Distinction. PIC is the only financial services company in the country to have achieved this award.

The Institute noted, as part of the award assessment process, that: “The commitment to the company’s vision to be the best service provider and to do the right thing filters through from the top down...the team at PIC works hard to build and maintain trust with their customers.... the ‘no blame’ culture was well documented and any complaints are viewed as learning opportunities... plenty of evidence was seen that PIC look at the process from the customer’s point of view...staff are recruited in the first instance for the right attitude towards customers and colleagues.... PIC makes it easy for customers to deal with them...they are keen to be seen as a champion for great service in the industry.”

PIC has been developing and monitoring its customer service levels with the Institute for almost three years, and in 2015 was awarded the Institute’s ServiceMark. In March this year PIC won the Quality Service Provider Award at the Institute’s Customer Service Awards.

Jo Causon, CEO of the Institute of Customer Service, said: “Attaining ServiceMark in 2015 was a real achievement and I am delighted that we have now been able to award PIC ServiceMark with Distinction. Their dedication to, and passion for, great customer service marks PIC out as a standard bearer – one that others should follow.

“A sustained focus on customer service is a vital part of any organisation and PIC clearly understands how a relentless demonstration of service excellence makes a real difference. Achieving ServiceMark with Distinction is a clear sign that PIC are the leaders others should strive to emulate.”

Tracy Blackwell, CEO of PIC, said: “We are thrilled to have been recognised by the Institute for this Award. From the Board down we are entirely focussed on doing our very best for our customers. This strong culture, where mistakes are viewed as opportunities to improve what we do and effort is put into building relationships built on trust, comes from having a clear purpose. This has allowed us to remain focused, flexible and innovative even as the company continues to develop.”

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Notes to Editors:

- 1) The Institute’s ServiceMark with Distinction is currently held by only 12 organisations in the country, out of a total Institute membership of 500
- 2) The Institute’s Model is based on the premise that world class service relies on a customer-focused strategy leading to:
 - a. a customer-centred culture
 - b. effective people performance
 - c. effective technology and processes
- 3) The Institute measures customer service across five areas: professionalism; quality and efficiency; ease of doing business; problem solving; and timeliness. PIC scored more than 85 out of 100 on each of these measures, making it a consistent leader across all elements of customer service
- 4) For further information please contact:

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About Pension Insurance Corporation

Pension Insurance Corporation plc (“PIC”) is a leading provider of buy-ins and buyouts to the trustees and sponsors of UK defined benefit pension schemes. At half year 2017, PIC had insured 145,400 pension fund members and had £24.2 billion in financial investments,

accumulated through the provision of tailored pension insurance buyouts and buy-ins to the trustees and sponsors of UK defined benefit pension schemes. Clients include FTSE 100 companies, multinationals and the public sector. PIC is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and Prudential Regulation Authority (FRN 454345). For further information please visit www.pensioncorporation.com

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