

Retirement has more potential with

PRUDENTIAL

We're listening.

An update on how we're improving our service for you and your clients.

At Prudential, we want to know what's important to you & your customers – and how we can provide quality of service with the minimum of admin and delay. We have made vast improvements to our service offerings but needless to say, the search for innovation and improvement still goes on. Here, meanwhile, is a quick guide to show you how far our services have come in recent months.



We're faster

- › We're one of the founding members of the Origo Options system which was designed to speed up the exchange of information and funds as part of the transfer process between participating life companies.
- › In the second quarter of 2009 we averaged 6.9 days for all business transferred to us through Options, compared with the industry average of 11.1 days. Previously, transferring client money via the old processes could take between six to eight weeks.
- › We have vastly reduced times for transferring pension business to and from Prudential – now down to an average of just 12 days for the 75% of cases that still come to us outside the Options initiative.
- › A same-day illustration service for all products - our annuity quotes are now emailed instantly and – uniquely – within two hours for all other products.
- › The ability to submit and track business online, including annuity cases with automatic validation.
- › Decisions on Discounted Gift Propositions used to take over three weeks. Now we can issue an interim underwriting decision the next day. That's how fast we are.

Did you know?

We process over 50,000 transactions per week.

Fast turnaround times are important, but we've also been looking at other ways of improving our service to make life easier for you.

We're more supportive

- › We've restructured our Regional Sales Units so you now have three dedicated points of contact to help ensure your sales requirements are dealt with quickly and efficiently. You'll never be left to fend for yourself, in any circumstances.
- › You can meet your Regional Account Manager, phone a Telephone Account Manager or ask the Sales Support Executive who'll liaise with the other two in the team and keep you updated.
- › Should anything go wrong (it happens – but only in less than 0.5% cases with Prudential) just let your Regional Sales Unit know and we'll put things right as soon as possible.
And we stand by our word. We guarantee, for example that 99% of clean new business will be processed within 5 days.
- › Our onshore bond application forms have been re-designed around what advisers want rather than how a provider wants them to look.

Did you know?

We handle over 50,000 calls per week.

Advisors are not the only ones to benefit from our improvements.

We're more customer-caring

Prudential takes great pride in offering better products and selling them transparently and without embellishment or unfair small print. That's why we have an unusually good relationship with Financial Ombudsman Service (FOS).

On average FOS find complaint decisions are overturned against financial services companies in 59% of cases, with us, it's typically just 15%.*

We continually commission external adviser surveys to gain important feedback and regularly come out in the top three for overall satisfaction.

*<http://www.ombudsman-complaints-data.org.uk>

Keep helping us to help you

We appreciate any feedback or insights that help us to further maintain and develop our improvements. If you have any feedback you'd like to share, please call us on 0808 234 0808.

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"Now, more than ever, Prudential is committed to you. We are listening and engaging in order to offer a better choice of products, faster, for you and your customers. We will constantly look for new ways to make life easier for the advisers who do business with us."

Giles Hope, Head of Service Management

We're pleased the steps we've taken this year have also been recognised by those in the industry, recently winning the following awards:



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www.pruadviser.co.uk/annuities

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