

Prudential UK Improves Service Delivery Offered To Advisers



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Prudential UK is set to improve the service delivery offered to advisers in the Defined Contribution (DC) pension market with the roll-out of a newly enhanced systems platform. The platform will introduce improved delivery capability and functionality for both new and existing clients and is a clear sign of Prudential's further investment in the DC market. It also signals a serious commitment to clients and their members through the delivery of enhanced levels of service.

The new platform introduces a step change in the online services provided by giving clients greater branding options and easy access to key data. Recently enhanced [retirement](#) planning and investment comparison tools are also available to assist members in making more informed choices to help achieve their retirement goals.

The enhanced platform is designed to sit alongside Prudential's dedicated account management programme and will produce continued improvements in both quality and member response times.

Martyn Bogira, Director DC Pensions, Prudential said, "Not only have we improved functionality for our clients, we also now have the flexibility to further tailor our service to the specific client and their members. We believe that the new platform in conjunction with our innovative investment solutions, and our communications capability will enable consultants to design bespoke solutions for our shared clients."

Prudential's proposition is powered by Capita Hartshead's HartLink technology and brings together the systems expertise of the Capita

Hartshead team and Prudential's extensive experience in the DC market.

HartLink is one of the largest [pension](#) administration databases in the UK and is currently used to administer the records of over 3.4 million members. HartLink has proven to be highly scalable and the underlying architecture is effectively limitless in terms of database storage capacity.

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About

Prudential:

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Prudential has been in the [corporate pensions](#) and group [pension schemes](#) market since 1929 and now provide DC pensions for over 5,700 schemes. Prudential employs an experienced team of individual's to support the DC proposition. The DC area spanning servicing, marketing, account management and investment supports over 660,000 scheme members.

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