



## **PENSION INSURANCE CORPORATION GAINS PLATINUM CRYSTAL MARK FOR CLARITY OF POLICYHOLDER COMMUNICATIONS**

London, 22 October 2013 - Pension Insurance Corporation (PIC), a specialist provider of insurance solutions for defined benefit pension funds, has gained Plain English Campaign's Platinum status by having all applicable policyholder communications Crystal Marked. In total, PIC had over 100 individual documents reviewed and approved by Plain English Campaign.

This process was undertaken by PIC following feedback from policyholders about what they wanted from an insurer's communications: plain language, avoidance of jargon and immediate relevance.

Tony Maher, General Manager, Plain English Campaign, said: "We have been very impressed with PIC's efforts to bring clarity to their policyholder communications. This was a thorough process and PIC has gone to a lot of trouble to make their communications crystal clear. I want to congratulate them on their achievement as it is rare for any company to gain Platinum status. I hope other companies follow PIC's lead."

Matt Gore, Chief Administration Officer at Pension Insurance Corporation, said: "We are delighted to have gained Platinum status, an accomplishment which is the culmination of months of hard work between PIC and Plain English Campaign. I believe that PIC offers the best policyholder customer service in our industry and this achievement adds further strength to that claim. The Plain English Campaign team

have been invaluable partners through this process and I want to thank them for their guidance.”

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**Notes to Editors:**

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**About Pension Insurance Corporation**

Pension Insurance Corporation (“PIC”) provides tailored pension insurance buyouts and buy-ins to the trustees and sponsors of UK defined benefit pension funds. A market leader, PIC brings safety and security to scheme members' benefits through innovative, bespoke insurance solutions, which include deferred premiums and the use of company assets as part payment. PIC has over £8bn in assets and has insured more than 85,000 pension fund members. 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](http://www.pensioncorporation.com)