

Key points from 2009 assessment for Dentons Pensions Management Limited

Dentons overall score of 7.68 (out of 10) gives them a strong two star score



Neil Craig, MD, commented: “this tremendous result confirms Dentons position as the leading product provider on the IIC books and positions them in the top quartile of All Results in the IIC database.”

“We have assessed a number of companies where the customer base includes IFAs and Dentons score of 7.79 from IFAs is the highest on record. We consider this to be significant as the IFA community deals with a range of product providers and IFAs are therefore uniquely placed to judge what “good” looks like. They’ve given Dentons a big thumbs up”

Both IFAs and direct customers see the company’s strengths as being:

1. Product and technical know-how - “staff are knowledgeable about the services they provide”
2. They try to make things as easy as possible - “they de-complicate pensions” according to one direct client
3. Staff are keen to help and “do what they say they will”

Both IFAs and direct customers record high scores for “If asked I would recommend them” which is the acid test of how well regarded a company is.

IIC research indicates that it’s not possible to create loyalty amongst customers without first creating loyalty amongst the workforce and the staff at Dentons consider it to be an enjoyable and motivating place to work - it’s “very good, good benefits and environment, and customer focused”.

By creating this supportive and customer focused environment, Dentons have enabled staff to deliver consistently high levels of service.

Their score for “Treating customers fairly” is three stars. Other three star scores include “Communications” reflected for example, in high scores for “written communications are clear and straightforward.”

Naturally, there are areas for improvement - in particular, the direct client scores suggest Dentons don’t understand the needs of direct clients quite as well as they do their IFA supporters.

But overall, this is a first class set of results.