

2026 Service Rating Analysis

Pensions

1st February 2026



2026 Service Ratings Analysis – Pensions

Purpose of this document

This report contains high level analysis of the service data collected which influenced the Defaqto Service Rating given to Pensions from 1st February 2026.

How does Defaqto collect the data?

Defaqto commissioned third party research specialist Savanta to conduct a survey of advisers in the UK, these advisers are from different parts of the country and of different sizes and specialisms. The responses received are supplemented by Defaqto Engage users who are contacted and asked to complete the survey, and via provider specific links distributed by the providers themselves to their adviser contacts.

How does Defaqto apply a Service Rating?

Based on response rate, Defaqto determines a number of minimum responses required to receive a Service Rating. Responses are also monitored by Savanta as part of normal data quality cleansing measures. Defaqto will take steps to remove any responses they consider to be potentially not genuine.

Advisers are asked to rate the importance of a range of key service disciplines relevant to Pensions. They are then asked which providers they have placed business with in the previous 12 months.

Where more than one provider is selected, they are asked to rank them in order of preference.

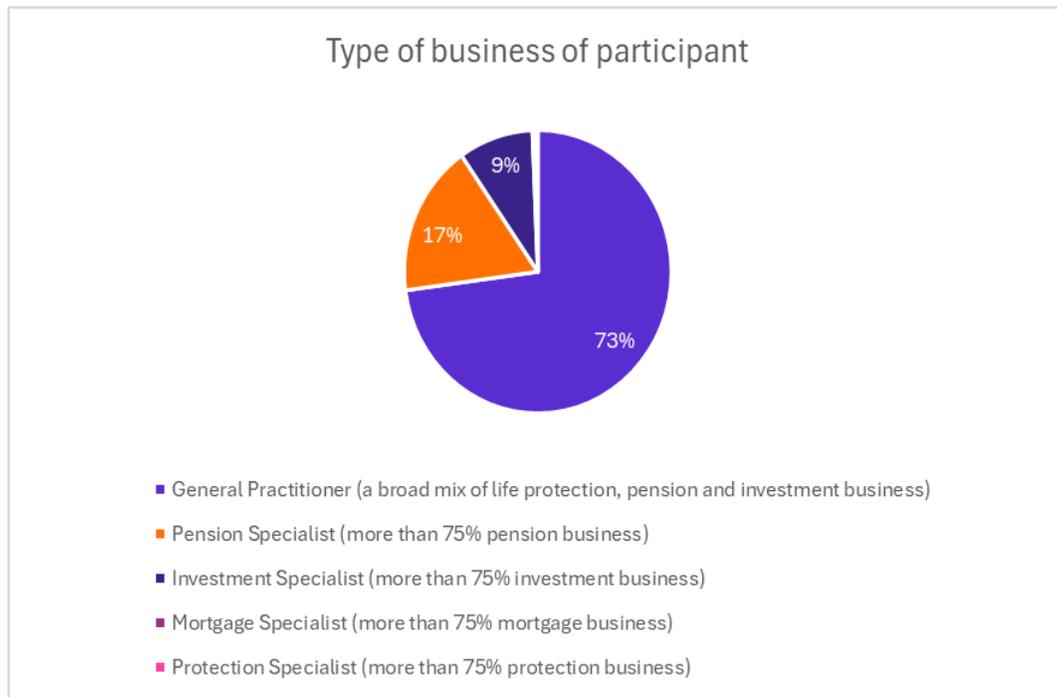
Advisers are then asked how satisfied they are with their preferred providers for a number of service disciplines using a 1 to 5 scale, where 5 represents very satisfied and 1 represents very dissatisfied.

Defaqto then calculate the satisfaction index for each provider in the study by working out the percentage of above average scores and weighting the result by the importance attributed to each of the service disciplines. The service rating is then based on these indexes with 70% of the average importance ordinarily being the Gold benchmark.

Building the overall score up by combining scores for individual aspects of service gives a truer assessment than if we were to simply ask the advisers for an overall score for their preferred providers.

Number of responses	Service disciplines scored
310	Administration staff
	New business administration
	Existing business administration
	Online facilities
	Reporting
	Decumulation servicing

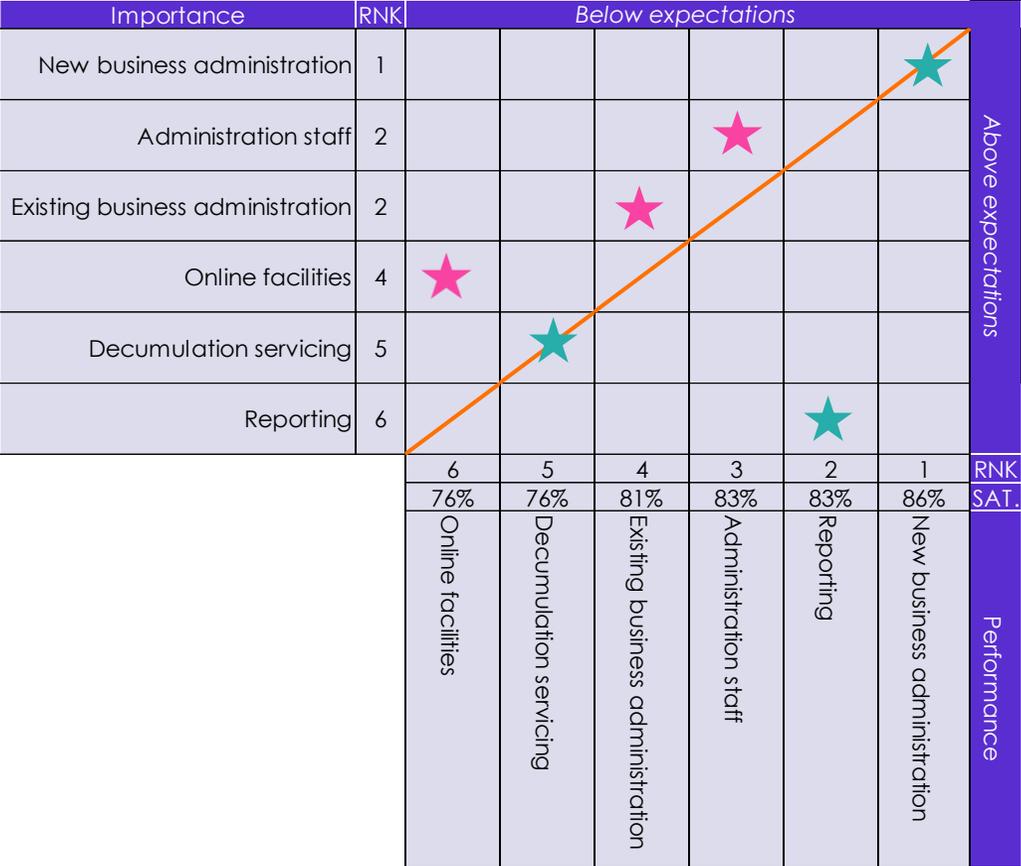
Participants were asked to confirm the type of business they consider themselves to be based on more than 75% of their business:



Advisers were asked to nominate providers they had placed business with in the last 12 months and the below shows the 10 providers who received the most nominations:

Top 10 most nominated providers	
1	Royal London
2	Aviva Life & Pensions
3	Quilter
4	Prudential
5	Transact
6	Aberdeen
7	Fidelity Adviser Solutions
8	AJ Bell Investcentre
9	Aegon Platform
10	AJ Bell

We asked the advisers to tell us which are the most important service disciplines and based on their responses can plot how the industry is scoring against this order of preference:



Where advisers scored providers against the service disciplines, the below indicates the highest scoring for each of them, where their score has been weighted by the average importance of that service discipline:

	1st	2nd	3rd
Administration staff	Quilter	InvestAcc Transact	Wealthtime
New business	Quilter	InvestAcc	Parmenion
Existing business	Parmenion	Quilter	Scottish Widows Platform
Online facilities	Parmenion	Quilter	Scottish Widows Platform
Reporting	Scottish Widows Platform Parmenion	Quilter	Wealthtime
Decumulation servicing	Parmenion	Scottish Widows Platform Quilter	True Potential Investments

Finally, the highest performing providers can be placed into order based on the total number of above average scores received against the number of completions they received from participants. This is weighted by the total average importance of all service disciplines surveyed:

Top 10 providers for service	
1	Parmenion
2	Quilter
3	Scottish Widows Platform
4	Wealthtime
5	True Potential Investments
6	InvestAcc
7	Transact
8	Aviva Life & Pensions
9	Royal London
10	Standard Life

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