

Pensions Policy Institute  
**How complex are  
decisions savers make  
at retirement?**

The consequences

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# It's OK to say I don't know what to do

- Unique insight into affected segments
- Timely challenge to policies based on:
  - Greater transparency
  - Simplifying language
  - Nudges
- These are complex issues even for professionals

# It's OK to ask for help

- Encouraging people to act alone hasn't worked
- People need reliable expert help
- Demonising of advice needs to stop
- Guidance guarantee a great introduction
- Must build solid links to advice
- Advisers should embrace and be welcomed

# Help customers not yourself

- Consumers don't understand complexity
- But value simplicity and ease
- Used too often to fleece customer
- Details buried in mass of paper
- Distrust of sector increased DIY
- But c 70% make errors – cui bono?

# What to do?

- Blame Government?
- Intervene & help customers navigate
- Must be done of their terms
- Can still educate after decision made
- Safety-net checks to prevent mistakes
- Check people understood key issues

# Conclusions

- Industry to help out not help themselves
- FCA needs to close regulatory gaps
- Guidance must link to advice
- Advice must be fit for purpose
- Customers need to know it's:
  - Ok to seek advice
  - Safe to seek advice
- Companies' futures hang on this area

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