



EMAIL ONLY [REDACTED]

22 May 2022

Dear [REDACTED]

Freedom of Information Ref: FOI 186

Further to your Freedom of Information request received on 22 April 2022 where you requested information on our evaluation of the “Stronger Nudge” to Pension Wise, I am pleased to provide you with the following information.

Questions 1-3:

Call reason	To ask for a specific decumulation option			To explore retirement options		
	Sample size excluding those who had guidance*	% of customers who booked an appointment	% of customers who attended an appointment	Sample size excluding those who had guidance*	% of customers who booked an appointment	% of customers who attended an appointment
Control	1,233	1.3%	1.21%	600	6.2%	6%
Concept 1 Provider books directly	852	8.1%	6.8%	389	22.6%	18.8%
Concept 2 Provider warm transfers to Pension Wise booking line	857	7%	5.6%	339	26.2%	20.6%
<i>Total</i>	<i>2,942</i>	<i>4.9%</i>	<i>4.1%</i>	<i>1,328</i>	<i>16.1%</i>	<i>13.5%</i>

* Includes those for whom it was not clear if they did or did not have guidance.

** Excludes the 1,546 participants who had taken guidance and advice in the last 12 months – it is unknown at what stage they took guidance or advice and how that might have impacted these results.

Question 4: We do not hold that data.

Question 5: The stronger nudge intervention/scripts were the same.

If you have any queries about this letter, please contact us quoting the reference number above.

Your right to complain under the Freedom of Information Act

If you are not happy with this response you can ask for an internal review by e-mailing foi@maps.org.uk or by writing to Money and Pensions Service, 120 Holborn, London, EC1N 2TD. Any review request should be sent within two months of the date of this letter.



**Money &
Pensions
Service**

If you are not content with the outcome of an internal review, you may apply directly to the Information Commissioner's Office (ICO) for a decision. Generally, the ICO cannot make a decision unless you have exhausted our own complaints procedure.

The ICO can be contacted at: Wycliffe House, Water Lane, Wilmslow Cheshire SK9 5AF
<https://ico.org.uk/global/contact-us/> or telephone 0303 123 1113 or 01625 545745.

Yours sincerely

The Money and Pensions Service