

21 February 2025

ZEDRA and Heka Global join forces to use AI in tracing missing members

[21 February 2025] – ZEDRA, a leading provider of Pensions & Incentives, Active Wealth, Corporate & Global Expansion, and Funds services, today announced a strategic collaboration with Heka Global, a leading web intelligence provider, for a groundbreaking AI tracing service aimed at reconnecting pension scheme members with ‘lost’ retirement savings.

Building on the success of a pilot, which successfully traced 50% of applicable members previously unreachable by commercial tracing services, this project will enable the integration of Heka’s technology for ZEDRA’s clients via a dedicated technical architecture. It will help smaller schemes access economies of scale typically unavailable to them, while enabling larger schemes to operate more swiftly and efficiently than with traditional solutions.

Mark Stopard, Head of Proposition Development at ZEDRA Governance, commented:

“With more than £31 billion in unclaimed entitlements, and more than three million inactive or lost pension pots, re-uniting pension members with their full retirement benefits is one of the biggest challenges facing the pension industry today.

“Making sure all members receive their benefits is a core fiduciary duty, as is controlling the financial costs of missing member data. Further to that, tracing these individuals will allow schemes to significantly boost their ability to re-engage members. ZEDRA is committed to finding innovative and effective solutions to help our pension scheme clients tackle the issue of missing members and lost pensions, and we’re excited to see the results of this initiative.”

Heka Business Development Manager, Max Lack, added: “Numbers around unclaimed pensions continue to surge, driven by many factors including rising professional and geographic mobility. Changes in members’ communication preferences have also exacerbated the trustees’ challenge of restoring contact as traditional postage is being overtaken by numerous digital channels.

“Many of the toughest challenges in the pensions sector – de-risking data exercises, dashboard readiness, retirement adequacy – stem from missing member data. Get this solved and things start to become easier. Emergent AI tools offer a powerful solution to addressing these data gaps, and our recent pilot clearly demonstrates the effectiveness of this approach. We look forward to working together to bring the same benefits to further pension scheme clients.”

ENDS

Media Contacts:

ZEDRA

KBPR

Kate Boyle
07930 442 883
kate@kbpr.agency

Heka

Andrew Fleming
07740 802 601
Arfleming64@gmail.com

Notes to Editors

About ZEDRA

ZEDRA is a global powerhouse providing Pensions & Incentives, Corporate & Global Expansion, Active Wealth, and Fund services, all aligned under one common goal: to embrace the future with certainty.

The firm's highly experienced teams enable high net worth individuals and families as well as medium to large sized companies, pension funds and trustees, asset managers and their investors to focus on their core activities by choosing ZEDRA as their trusted partner. With an experienced, reliable and innovative professional trustee team, ZEDRA helps them successfully navigate estate planning, governance and global operations.

Ultimately, what ZEDRA delivers is complete peace of mind, knowing its expertise is supported by a robust, ethical approach, meeting the local and international requirements of an increasingly demanding regulatory environment.

ZEDRA inherited a wealth of knowledge and experience following its acquisition of the trust businesses of a renowned bank in 2016. This solid foundation combined with innovative thinking has allowed ZEDRA to grow rapidly in a competitive marketplace to a team of over 1,200 industry experts across 16 key locations throughout the UK, Asia, the Americas and Europe.

www.zedra.com

About Heka

[Heka](#) is a fintech data company that provides consumer data to financial institutions, offering a unique AI-driven solution for understanding one's customers. Heka works with pension funds, banks, insurance providers and asset managers. Heka's AI tracing solution identifies the most up-to-date contact details and key information for pension scheme members across 50+ countries. The product is GDPR-compliant, ISO 27001 certified, and adheres to banking guidelines. Heka has operations across North America and EMEA, is backed by leading investors and is a part of Barclays (Rise) fintech accelerator