

Trafalgar House launches next-generation digital communications

Press release: 19 January 2026

Trafalgar House, a specialist third-party pensions administrator, today announced major upgrade plans for their communications technology further enhancing member engagement through a new partnership with Smart Communications, a global leader in customer communications management.

The rollout will begin with retirement communications and will then extend to a broader range of communication materials including transfer quotes, benefit statements and deferred member letters.

Daniel Taylor, Client Director at Trafalgar House, said: “Good communication isn’t just about efficiency; it is about trust. Our latest **Trust & Confidence Index** showed that overall trust in the pensions industry slipped slightly in 2025 to 5.23 out of 10, a clear signal that the industry needs to communicate more clearly and consistently if we’re to strengthen member confidence.

“For many members, pensions can still feel distant or confusing, so information must be not only accessible but meaningful and impactful. By investing in smarter, more adaptable systems, we aim to deliver communications that help rebuild that trust.”

Taylor continued: “As demand for more flexible, personalised and multi-channel communications increases, we must ensure our technology remains ahead of the curve. That includes not only upgrading the tools themselves but also strengthening the way we monitor and refine communications over time to make sure they genuinely meet member needs.

“This partnership gives us the adaptability to scale up personalised engagement, expand digital delivery, and integrate communications across channels and touchpoints as member expectations evolve. It allows us to meet the growing complexity of scheme-specific requirements while offering the flexibility needed to deliver meaningful communications, whether by post, portal or digital interaction”.

ENDS

Notes to editors:

Trafalgar House is a specialist pensions administrator, dedicated to delivering exceptional service and setting the benchmark for quality pensions administration.

As we mark our 20-year anniversary in 2026, our mission is to set the highest standard of pensions administration by any recognised measure. We do this through sustained investment in our people, processes and technology.

We started life as an in-house administrator built on a commitment to quality and member experience. Today, we are recognised as a business of pensions administration experts, adopting the best in technology and innovation from across the market.

With offices in London and Farnborough, our team of 185 specialists serves more than 200,000 members across 35 clients. We hold internationally recognised accreditations covering quality, security, professional development, customer service and environmental protection.

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