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Genworth Earns DALBAR Life & Long Term Care Insurance Service Awards

(Boston, MA. December 15, 2014) DALBAR announced today the 2014 winners of its annual Life & Long Term Care Insurance Service Awards. **Genworth** ranked first for the high quality of service in long term care and third for the quality of service provided to life insurance policyholders. With this industry leading service, Genworth has earned both the DALBAR Long Term Care and Life Insurance Service Awards in 2014.

For nearly three decades, DALBAR has conducted rigorous testing of service delivery via its [Service Quality Measurement Programs](#). Each year, DALBAR identifies those firms that rise above their peers in service to clients after a full year of comprehensive evaluation and recognizes these elite institutions with the DALBAR Service Award.

Genworth emerged as an industry leader for the fourth consecutive year, with proven leadership in the high level of professionalism, knowledge and respect for their policyholders that was found in over 94% of the calls evaluated for service. This compares to an industry that demonstrated these critically important service characteristics in only 57% of calls evaluated.

"Through continuous monitoring and evaluation of service, DALBAR has recognized Genworth as a company dedicated to providing a premier level of service to their policyholders. Genworth stands behind a commitment to provide superior service and has the track record to prove it" said Kathleen Whalen, Managing Director at DALBAR.

The DALBAR Service Award is based on systematic testing of customer service throughout the year. DALBAR conducts thousands of tests to measure how financial companies respond to the service needs of their customers. Companies that exceed the award level benchmarks after one year of testing earn the DALBAR Life & Long Term Care Service Award.

[DALBAR, Inc.](#) is the financial community's leading independent expert for evaluating, auditing and rating business practices, customer performance, product quality and service. Launched in 1976, DALBAR has earned the recognition for consistent and unbiased evaluations of insurance companies, investment companies, registered investment advisers, broker/dealers, retirement plan providers and financial professionals. DALBAR awards are recognized as the marks of excellence in the financial community.

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