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2017 IS A YEAR OF FIRSTS FOR DALBAR'S INSURANCE SERVICE AWARD

For the last 15 years, DALBAR has been monitoring and benchmarking the quality of service policyholders receive when calling their life, long-term care, and disability insurance providers. Each year DALBAR recognizes those firms which consistently deliver a superior standard of care to their customers with the Insurance Service Award. The 2017 Insurance Service Award winners are:

- ✓ Guardian Individual Markets Contact Center
- ✓ Guardian Individual Markets Claims Service and Solutions Group
- ✓ Pacific Life – Life Insurance Division
- ✓ Western & Southern Life Insurance

While the Disability Income team from the **Guardian Individual Market Contact Center** has been recognized for the outstanding work they are doing for three straight years, this is the first time the Individual Life team has been recognized. In 2017, DALBAR began monitoring the claims experience separate from service requests for the **Guardian Claims Service and Solutions Group**, who built upon their contributions to prior wins and have today become the first stand-alone claims department to earn the Insurance Service Award. Congratulations on pioneering the way!

2017 is also the first time that the **Pacific Life - Life Insurance Division** has earned the Insurance Service Award, in large part due to their consistent focus on improving the experience of each and every policyholder.

“The ability to connect to customers on a personal level, to build a strong rapport and to empathize with policyholders and their beneficiaries is what really sets this year’s award winners apart from the competition,” explains DALBAR Director Brendan Yeager. “This is especially challenging in the context of claims, where people are calling in at a particularly vulnerable time in their lives.”

The Insurance Service Award is earned through an objective third-party evaluation of the quality of telephone interactions with insurance policyholders. These interactions are reviewed throughout the year against detailed criteria covering all aspects of the customer experience. In order to qualify for the Award, companies must exceed quality thresholds in all criteria.

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 recognition for consistent and unbiased evaluations of investment companies, registered investment advisers, insurance companies, broker/dealers, retirement plan providers and financial professionals. DALBAR awards are recognized as marks of a superior standard of care in the financial community.



For more information about DALBAR, the Insurance Service Award and the Insurance Service Evaluation program, please visit www.dalbar.com or contact Brooke Halloran at 617-624-7273 or bhalloran@dalbar.com.

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