

## For Immediate Release

### **DALBAR Announces the Winners of its 2011 Award for Excellence in Sales Support in Financial Services**

**(Boston, MA January 5, 2012)** Today DALBAR released the 2011 winners of its annual award for excellence in sales support. **Allianz Life Insurance Company of North America** and **JP Morgan Funds** emerged as the leaders in sales support in 2011.

For over two decades, DALBAR has conducted rigorous testing of sales support and, each year identifies those firms that were found to be above their peers in sales support for financial professionals after a full year of comprehensive evaluation.

DALBAR found the sales support these firms provide to be far superior to the industry. Two significant areas of excellence this year were:

- These firms understand that the relationship with the financial professionals who sell their products is of paramount importance. When a financial professional needs information about their products and services, the call center personnel demonstrate a high level of professionalism, respect and appreciation for their business more than 85% of the time. This compares to an industry average of 59%.
- These award-winning firms know that the financial professionals want quick and easy access to information and this is often readily available on their websites. If the financial professional shows interest in knowing where to gain quick access to information for future use, these firms offer to show them exactly where it is on the website over 90% of the time. This compares to the industry average that is just over 50%.

"Financial Professionals have many options when it comes to helping their clients make the right investment choices. Recognizing this, these award-winning firms make supporting them in the decision making process an institutional priority," said Kathleen Whalen, Managing Director at DALBAR.

The Award for Excellence in Sales Support is based on systematic testing of sales support throughout the year. DALBAR conducts thousands of tests to measure how financial companies respond to the need for sales support from financial professionals. Companies that exceed a variety of industry benchmarks after one year of testing earn the Award for Excellence in Sales Support.

DALBAR, Inc., the nation's leading financial services market research and consulting firm, is committed to raising the standards of excellence in the financial services industry. With offices in both the US and Canada, DALBAR develops standards for, and provides research, ratings, and rankings of intangible factors to the mutual fund, broker/dealer, life insurance, property and casualty, and managed account industries. Measurements include investor behavior, customer satisfaction, service quality, communications, Internet services, and financial professional ratings.

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