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Contact: Kathleen Whalen
617.723.6400

KWhalen@DALBAR.com

DALBAR Announces Its 2015 Insurance Service Award Winners

(Boston, MA. December 18, 2015) Today DALBAR released the 2015 winners of its annual Insurance Service Award. **Guardian** and **Genworth** emerged as customer service leaders and ranked #1 and #2 respectively in 2015.

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.

Guardian's individual disability and Genworth's life and long-term care insurance lines emerged as industry leaders amongst the field of 13 leading insurance providers tested. Proven leadership in the high level of professionalism, knowledge, respect and empathy demonstrated by their service professionals is just part of what set these providers apart from the competition. Policyholders do not always understand the intricacies of their insurance policies. These award-winning firms' service personnel intuitively understand when it is necessary to review the details of coverage with customers and proactively offer to do this 100% of the time. Policyholders are always greeted warmly, with great care and given all the pertinent information to fulfill their needs.

"In this day and age, servicing your clients is not enough. It is often necessary to demonstrate a heightened level of sensitivity and understanding, particularly when it comes to insurance inquiries. Companies must transcend the norms of service and deliver a superior standard of care and both Guardian and Genworth are in an elite category that understands that imperative," 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 services and insurance companies respond to the service needs of their customers. Companies that exceed the award level benchmarks after one year of testing earn the DALBAR Insurance Service Award. To learn more about the Insurance Service Award or the Service Quality Measurement Programs, please contact Brooke Halloran at 617-624-7273 or bhalloran@dalbar.com.

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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