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DALBAR Announces Its 2015 Annuity Service Award Winners

(Boston, MA. December 16, 2015) Today DALBAR released the 2015 winners of its annual Annuity Service Award. **AIG Variable Annuities, AXA, Genworth, New York Life, and Prudential Financial** emerged as the customer service leaders 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 annuity 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.

These firms have proven to be service leaders in the industry in many ways, including:

- Making sure all callers are treated with the utmost respect and care at all times.
- Understanding that due to the intricacies of the annuity product, customers do not always know what they own. These firms' personnel intuitively understand when customers' knowledge may be lacking and when it is necessary to review the details of the annuity with them.
- Delivering service at a superior level on a consistent basis. This award was first introduced 18 years ago and New York Life has earned it 16 times, Prudential Financial, 15 times, AXA, 11 times, Genworth, 10 times and AIG Variable Annuities has earned it 9 times.

"Today more than ever, the focus is on delivering a superior standard of care and these world class organizations are to be commended for setting the pace for close to a decade or more," said Kathleen Whalen, Managing Director at DALBAR.

The 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 need for service from their customers. Companies that exceed a variety of industry benchmarks after one year of testing earn the DALBAR Annuity Service Award. To learn more about the Annuity 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 marks of excellence in the financial community.

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