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Guardian Recognized with DALBAR's 2024 Annuity Service Award

(Marlborough, MA, January 22, 2025) DALBAR, the leading auditor of customer service within the financial services industry, is excited to announce The Guardian Life Insurance Company of America® (Guardian) as the distinguished recipient of the **2024 DALBAR Annuity Service Award**. This prestigious accolade honors those who have demonstrated exceptional customer service support to their annuity clients. This marks the eighth consecutive year in which DALBAR has awarded Guardian this recognition.

Guardian demonstrated exceptional innovation in customer care, successfully navigating the evolving demands of digital transformation while maintaining personal connections with annuity clients. Award winners were selected through an impartial and demanding audit utilizing DALBAR's cutting-edge measurement techniques and technology.

For over 48 years, DALBAR has been the leading independent financial services market research firm, recognized by the industry and government alike. Specializing in uncovering the needs, behaviors, and concerns of investors and financial professionals, DALBAR provides actionable insights to help firms enhance their products, services, and communications. As an expert in audits, evaluations, ratings, and due diligence certifications, DALBAR awards are a hallmark of excellence, setting the standard for quality in the financial services community.

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