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DALBAR ANNOUNCES 2018 INSURANCE SERVICE AWARD WINNERS

Today Dalbar announced the 2018 winners of the prestigious Insurance Service Award which recognizes life, long-term care, and disability insurance providers for delivering outstanding telephone support to policyholders.

The Insurance Service Award can only be earned after a year-long review of the customer service being delivered through the contact center. In order to qualify for the award, companies must exceed stringent quality thresholds in criteria covering all aspects of the customer experience, including both the interpersonal aspects of the relationship and the transactional elements of the call.



The 2018 Insurance Service Award Winners are:

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

“Nobody likes to think about their life, long-term care or disability insurance, much less the quality of support their provider delivers, but, much like having adequate coverage, having a provider who consistently delivers a best-in-class customer experience is crucial,” DALBAR Director Brendan Yeager explains. “Most people don’t interact with their insurance provider very often, but when they need to it is important to have someone who is competent and capable on the line. This year’s award winners are not only able to efficiently meet customer needs, but also take the time to explain today’s increasingly complex policies, and empathize with their policyholders, or their beneficiaries, when appropriate.”

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

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