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## DALBAR ANNOUNCES 2018 BEST-IN-CLASS ANNUITY SERVICE PROVIDERS

We are currently in what many refer to as the “Age of the Customer” where consumers across industries are demanding more from the companies with which they do business than ever before. Service has become a key differentiator. While service is important across all industries, it is particularly important for the retirement industry, where the products are complicated and the stakes are high.

It is in this context that DALBAR is excited to announce the 2018 winners of the **Annuity Service Award** recognizing leading providers that consistently deliver best-in-class telephone service experiences to their contract holders. The winners of the 2018 Annuity Service Award are:

- ✓ Guardian Retirement Contact Center
- ✓ AIG Individual Retirement Contact Center
- ✓ Transamerica
- ✓ Jackson National



“Representatives servicing annuity contracts have a tough job,” explains DALBAR Director Brendan Yeager. “They need to understand the ins and outs of annuity products, a host of systems, relevant regulations, and account security controls. To do all of that and still deliver an outstanding service experience is quite an accomplishment. To be able to do so consistently requires not only a great team, but also an organizational commitment to putting the customer first. All of this year’s award winners clearly have such a commitment and I am excited to be able to recognize the results of all of their hard work.”

The Annuity Service Award is earned through an objective and rigorous third-party evaluation of the quality of contact center interactions with contract owners. These interactions are reviewed throughout the year against detailed criteria covering all aspects of the customer’s experience. In order to qualify for the Award, companies must exceed quality thresholds in all criteria.

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For more information about DALBAR, the Annuity Service Award or the Annuity Service Evaluation program, please visit DALBAR’s website at [www.dalbar.com](http://www.dalbar.com) or contact Brooke Halloran at 617-624-7273 or [bhalloran@dalbar.com](mailto:bhalloran@dalbar.com).

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