

DALBAR's Universal Life Web Review Identifies Providers Achieving Self-Service Excellence

(Marlborough, MA, March 6, 2024) DALBAR has completed their annual review of website experiences offered to potential and existing **Universal Life Insurance** customers, and is recognizing providers whose websites earned high scores in 2023.

Life insurance is an important consideration and these firms excel in supporting both the search for products and service to policyholders.

The only firm to garner a DALBAR designation of 'Excellent', **Nationwide's** volume of content and capabilities also earns them top billing for Functionality. **Lincoln Financial**, a consistently high scoring provider, topped the charts with their ease in utilizing their consumer portal. With a particular strength in the level of user-centric support offered to website visitors, **Thrivent's** website was found to be an impressive leader among Universal Life experiences.

Critical to obtaining and retaining customers are experiences that allow self-service activities to be conducted seamlessly. Congratulations to all the providers that understand this correlation and offer superior online experiences!

For more information, or to find out if your firm was included in DALBAR's Universal Life website review, email DALBARIntellect@dalbar.com.

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