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Jackson Earns 2019 “Contact Center of the Year” Award from SQM

Jackson was also honored with three additional awards including “Contact Center World Class CX Certification” and “Highest Customer Service — Financial Industry”

Lansing, Mich. — March 3, 2020 — [Jackson National Life Insurance Company](#)[®] (Jackson[®]) was [recognized](#) with four awards from [Service Quality Measurement Group, Inc.](#) (SQM)¹ for excellence in contact center service in 2019. For the first time, Jackson was awarded SQM’s top honor — Contact Center of the Year — for earning the highest combined ratings for customer and employee experience among a field of leading call centers from across North America.

“We’re incredibly honored and excited to win the most prestigious award SQM offers after achieving recognition as a Contact Center of the Year Finalist for the past four years,” said Laura Prieskorn, senior vice president and chief operating officer for Jackson. “Winning this distinguished award demonstrates the high level of commitment, integrity and knowledge our outstanding associates exhibit to consistently provide the superior customer service financial professionals have come to expect from Jackson.”

Jackson also received two additional awards that reflect the company’s strong focus on providing excellent service to financial professionals. These include Contact Center World Class CX Certification, awarded for an 80 percent or higher rate of solving customer issues on the first call for at least three consecutive months, and the Highest Customer Service — Financial Industry award, for achieving the highest first-call resolution (FCR) score in the market. Additionally, Jackson received the World Class Employee Experience Award for the sixth time, which is based on at least 50 percent of employees rating their overall experience of working in the contact center as “very satisfied.”

“SQM is very happy to announce Jackson as Call Center of the Year,” said Lara Pow, chief financial officer of SQM. “As an ongoing finalist for this award for the past four years, Jackson has shown a commitment to providing a world class customer experience, which is a testament to the hard work of their contact center team. Based on their customer feedback, the effort the team consistently puts forward has certainly been noticed. The results that Jackson was able to achieve were remarkable and very deserving of this award.”

According to SQM’s benchmarking survey, 97 percent of financial professionals who called the contact center gave Jackson’s customer service the highest possible rating, which is 12 points higher than the industry average.

¹ SQM, Contact Center of the Year, 2019, Contact Center World Class CX Certification, 2019, Highest Customer Service — Financial Industry, 2019, World Class Employee Experience, 2019.

The survey also showed the contact center resolved 89 percent of inquiries in the first call, which is 8 percent higher than the average world class call center.

“Achieving world-class performance is not only a testament to the dedication of our Service Center, but to all our Operations associates and other team members within the organization who provide them with the essential support they need to excel on the job,” Prieskorn said. “Our award-winning results would not be possible without the dedicated and unwavering approach of our associates to supporting each other and our customers. This recognition exemplifies Jackson’s extraordinary success as a leading retirement solutions provider.”

SQM’s awards are based on the customer’s satisfaction with his or her service experience, the customer service representative, as well as the resolution of the call. Feedback came from the customers who contacted Jackson as well as employees who worked in a contact center. SQM benchmarks more than 500 leading North American contact centers annually and has conducted benchmarking studies since 1996. The 2019 awards are based on studies from Jan. 1, 2019 to Dec. 31, 2019.

About Jackson

Jackson is a leading provider of retirement products for industry professionals and their clients. The company and its affiliates offer variable, fixed and fixed index annuities designed for tax-efficient growth and distribution of retirement income for retail customers, as well as products for institutional investors. Jackson is a proud founding member and co-chair of the Alliance for Lifetime Income, a nonprofit 501(c)(6) organization formed and supported by 24 of the nation’s financial services organizations to create awareness and educate Americans about the importance of protected lifetime income. With \$281.5 billion in IFRS assets*, the company prides itself on sound corporate risk management practices and strategic technology initiatives. Focused on thought leadership and education, Jackson provides industry insights and financial representative training on retirement planning and alternative investment strategies. The company is also dedicated to corporate philanthropy and supports nonprofits focused on strengthening families and creating economic opportunities in the communities where its employees live and work. For more information, visit www.jackson.com.

**Jackson has \$281.5 billion in total IFRS assets and \$265.7 billion in IFRS policy liabilities set aside to pay primarily future policyowner benefits (as of June 30, 2019). International Financial Reporting Standards (IFRS) is a principles-based set of international accounting standards for reporting financial information. IFRS is issued by the International Accounting Standards Board in an effort to increase global comparability of financial statements and results. IFRS is used by Jackson’s parent company.*

Jackson is an indirect subsidiary of Prudential plc, an Asia-led portfolio of businesses focused on structural growth markets. The business helps individuals to de-risk their lives and deal with their biggest financial concerns through life and health insurance, and retirement and asset management solutions. Prudential plc has 20 million customers (as of June 30, 2019) and is listed on stock exchanges in London, Hong Kong, Singapore and New York. Prudential plc is not affiliated in any manner with Prudential Financial, Inc., a company whose principal place of business is in the United States of America.

Jackson is the marketing name for Jackson National Life Insurance Company (Home Office: Lansing, Michigan) and Jackson National Life Insurance Company of New York® (Home Office: Purchase, New York). Jackson National Life Distributors LLC.

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