



Jackson's Service Center Awarded Highest Customer Service – Financial Industry for 13th Consecutive Year

LANSING, Mich. — March 6, 2025 — [Jackson National Life Insurance Company](#)[®] (Jackson[®]), the main operating subsidiary of Jackson Financial Inc.¹ (NYSE: JXN), has again been [honored](#) with the “Highest Customer Service – Financial Industry” award for achieving the highest first-call resolution rating in the market in 2024 from [Service Quality Measurement Group, Inc. \(SQM\)](#). Jackson was also recognized for “Highest Customer Service – Business to Business (B2B) Industry,” was named a finalist for Call Center of the Year and received Call Center World Class First Call Resolution Certification, which recognizes an 80 percent or higher rate of solving customers’ issues on the first call.

“We are committed to delivering outstanding customer service to build trust and increase satisfaction and loyalty with those we do business with, and are proud to receive this recognition from SQM,” said Laura Hanson, Senior Vice President, Operations at Jackson. “This award is a testament to the hard work of Jackson’s service center associates who enable us to provide best-in-class service to our customers, furthering Jackson’s purpose of helping Americans achieve financial freedom so they can live the lives they want.”

SQM’s awards recognize top performance based on call center customer feedback, including satisfaction with the customer service representative and resolution of the call. Feedback is obtained from the customers who contacted Jackson as well as employees who work in a contact center. SQM benchmarks more than 500 leading North American contact centers annually and has conducted benchmarking studies since 1996. The 2024 awards are based on studies from Jan. 1, 2024, to Dec. 31, 2024.

“We congratulate Jackson on their [award-winning](#) success as highlighted by their recent recognition across multiple prestigious awards from [SQM Group](#),” said Nader Ghattas, Chief CX Officer, SQM Group. “Their achievement as Finalist for Call Center of the Year Award, winning Highest Customer Service for both the Financial and B2B Industries, and World-Class Call Center FCR Certification showcases their unwavering commitment to excellence. For over 16 years, Jackson has consistently set the standard for performance across the 500+ contact centers we benchmark annually.”

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¹Jackson Financial Inc. is a U.S. holding company and the direct parent of Jackson Holdings LLC (JHLLC). The wholly-owned direct and indirect subsidiaries of JHLLC include Jackson National Life Insurance Company, Brooke Life Insurance Company, PPM America, Inc. and Jackson National Asset Management, LLC.

ABOUT JACKSON

Jackson® (NYSE: JXN) is committed to helping clarify the complexity of retirement planning—for financial professionals and their clients. Through our range of annuity products, financial know-how, history of award-winning service* and streamlined experiences, we strive to reduce the confusion that complicates retirement planning. We take a balanced, long-term approach to responsibly serving all our stakeholders, including customers, shareholders, distribution partners, employees, regulators and community partners. We believe by providing clarity for all today, we can help drive better outcomes for tomorrow. For more information, visit www.jackson.com.

**SQM (Service Quality Measurement Group) Call Center Awards Program for 2004 and 2006-2024. (Criteria used for Call Center World Class FCR Certification is 80% or higher of customers getting their contact resolved on the first call to the call center (FCR) for 3 consecutive months or more.)*

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

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