



Jackson Earns Award for Highest Customer Service in Financial Industry for 14th Consecutive Year

LANSING, Mich. — March 4, 2026 — [Jackson National Life Insurance Company](#)[®] (Jackson[®]), the main operating subsidiary of Jackson Financial Inc.¹ (NYSE: JXN), has won the “Highest Customer Service – Financial Industry” award from [Service Quality Measurement Group, Inc. \(SQM\)](#) for the 14th year in a row for achieving the highest first-call resolution rating in the market in 2025. Additionally, the company secured the Call Center World Class First Call Resolution Certification, which recognizes an 80 percent or higher rate of solving customers’ issues on the first call, and was selected as a Call Center of the Year finalist, further underscoring the exceptional quality of Jackson’s customer support.

“Jackson and its deeply knowledgeable contact center associates have an incredibly high standard when it comes to customer support, seeking to provide clarity in every customer interaction,” said Laura Hanson, Senior Vice President, Operations at Jackson. “These honors illustrate how we continue to reliably bring an exemplary level of service and support to inquiries from [financial professionals](#) and contract owners. We are extremely proud of our associates for their diligence and care assisting customers and are honored to continue being recognized by SQM for our achievements in customer service.”

SQM’s awards acknowledge top performance based on call center customer feedback, including satisfaction with the customer service representative and resolution of the call. Feedback is collected 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 2025 awards are based on studies from Jan. 1, 2025, to Dec. 31, 2025.

“We are proud to recognize Jackson for their outstanding accomplishments and continued excellence,” said Nader Ghattas, Chief CX Officer, [SQM Group](#). “Being named a [Finalist for Call Center of the Year](#), earning Highest Customer Service in the Financial Industry, and achieving World-Class Call Center FCR Certification reflects their relentless focus on delivering exceptional customer experiences. For more than 17 years, Jackson has remained a top performer among the 500+ contact centers we benchmark each year.”

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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 2006-2025. (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 three 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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