

FOR IMMEDIATE RELEASE

Jackson Once Again Named “Call Center of the Year” by SQM

Jackson was also honored with three additional contact center industry awards including “Highest Customer Service — Financial Industry” and “World Class Employee Experience”

Lansing, Mich. — March 9, 2021 — [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 2020. For the second year in a row, Jackson was awarded SQM’s top honor — Call 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.

“Winning the most prestigious award SQM offers for the second straight year is an incredible honor — not only for our dedicated call center team but associates across the organization who support the world class customer service we consistently provide,” said Dev Ganguly, Executive Vice President and Chief Operating Officer at Jackson. “We are proud of our associates for rising to the occasion during an unprecedented and challenging time. Despite working remotely for most of the year, they continued to demonstrate the unwavering commitment to superior customer service financial professionals and contract owners expect from Jackson.”

Jackson also earned three additional awards that reflect the company’s dedication to providing exceptional service to financial professionals and their clients. These include earning the Call Center World Class First Call Resolution (FCR) Certification, a new award that recognizes an 80 percent or higher rate of solving customers’ issues on the first call, and the Highest Customer Service — Financial Industry award for achieving the highest FCR score in the market. Additionally, Jackson received the World Class Employee Experience award for the seventh time, which is based on 50 percent or higher of employees rating their overall experience working in the contact center as “very satisfied.”

“SQM is extremely happy to announce Jackson as Call Center of the Year,” said Nader Ghattas, Chief Customer Experience Officer of SQM. “In winning this award for the second year in a row, Jackson has again demonstrated their commitment to providing a world class customer experience. The achievement that Jackson was able to repeat is remarkable and their call center associates are very deserving of this prestigious award.”

According to SQM’s benchmarking survey, 96 percent of financial professionals who called the contact center gave Jackson’s customer service the highest possible rating, which is 11 points higher than the industry average.

¹ SQM, Call Center of the Year, 2020, Call Center World Class FCR Certification, 2020, Highest Customer Service — Financial Industry, 2020, World Class Employee Experience, 2020.

The survey also showed the contact center resolved 88 percent of inquiries in the first call, which is 7 percent higher than the average world class call center.

“Excellent resource group support, expert handling of customer requests, effective ongoing training of our associates, and productive management of our skills are some of the key factors that contribute to our industry-leading performance,” said Laura Hanson, Senior Vice President of Operations at Jackson. “By cultivating a supportive, positive and uplifting work environment, we are helping ensure we provide exceptional customer care and successfully execute on our very important mission of helping more Americans approaching retirement achieve financial freedom for life.”

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 comes 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 2020 awards are based on studies from Jan. 1, 2020 to Dec. 31, 2020.

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 \$326.5 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 \$326.5 billion in total IFRS assets and \$296.2 billion in IFRS policy liabilities set aside to pay primarily future policyowner benefits (as of December 31, 2020). 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 people get the most out of life through life and health insurance, and retirement and asset management solutions. 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, nor with the Prudential Assurance Company, a subsidiary of M&G plc, a company incorporated in the United Kingdom.

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.

#####

PR3341 03/21