

2008 Results

Superior service keeps clients with us

In 2008, we retained 98.4 percent of our clients and continue to have the lowest lapse rate among the largest group life insurers in the industry.¹ Our client retention is built on superior service, as demonstrated by these operational results.

Client satisfaction

99%

of clients are satisfied with our service and would recommend us to another company.

Every other year, we engage an independent research firm to survey our group life insurance clients.² In 2007:

- 99% of clients were satisfied with our service and 99% would recommend us to another company.
- The most important driver of the satisfaction ratings was the very high level of trust clients place in us.
- The satisfaction survey results translate into an 86% Net Promoter® score.

Implementation

100%

of new clients would recommend our implementation services to another company.

We survey every new client following implementation. In 2008:

- 100% of respondents said they would recommend our implementation services to another company.
- 100% said they were satisfied with the implementation of their group life insurance plan.

Respondents most strongly agreed with these attributes — responsiveness, knowledge, flexibility and understanding of clients' needs.

Medical underwriting

2.8

days is the average number of calendar days to make an underwriting decision.

Our streamlined Evidence of Insurability process includes immediate online decisions and exam scheduling. In 2008:

- The average time between receiving all necessary information and the decision was 2.8 calendar days.
- 99.4% of underwriting decisions were made within 10 calendar days of receiving all necessary information.
- Overall satisfaction with our paramedical exam service was 98.8%.

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Claims processing

99%

of death claims were paid within 10 calendar days.

With our professional, caring claims service, beneficiaries receive payments faster. In 2008:

- 99.1% of death claims were paid within 10 calendar days of receiving proof.
- The average time between receiving proof to payment was 4.5 calendar days.
- We answered claims calls within 11 seconds on average and the abandonment rate was .79%.

Technology

8.0

Our Customer Respect Index (CRI™) is the highest in the insurance industry.

We deliver industry-leading technology to large employers and their employees. In 2008:

- Our proprietary web sites received an "Excellent" (8.0) ranking from the Customer Respect Group (CRG). Less than 5% of sites tested by CRG receive this ranking.

Staff

95%

of employees stay with us long term.

Our employees add the human touch to our high-tech service and are at the heart of our success. In 2008:

- We kept 95.1% of our staff.
- Average staff tenure is 12.2 years. (Medical underwriters average 12 years of experience in group underwriting, and claims examiners average 20 years of experience in group life insurance claims.)

¹ Five-year average 2003-2007: 98.9%; other top five companies, 92.5%.

² Client Satisfaction Survey, Gestalt, Inc., 2007.

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