

High trust drives satisfaction scores

Every other year, we survey our group life insurance clients¹. In the most recent survey, conducted in August 2007 by Gestalt Inc., an independent market research firm, 99 percent of clients said they were satisfied with us and 99 percent said they would recommend us to another company.

Jan Wilson, Gestalt's principal, who has been in the research industry 25 years and works with Fortune 1000 clients, says she has "never seen survey results as good as these in any industry."

Our clients share the highlights of the survey in their own words.

Trust

"They do just what they say they are going to do."

The most important driver of the satisfaction ratings we receive from clients is the very high level of trust they place in us. They trust us, because whether it's clearing premiums, underwriting applications, processing claims or following up on a specific request, we do what we say we will do.

Survey respondents awarded nearly perfect scores to their account manager on performance attributes such as "takes ownership of client issues" (9.62), "treats me as a partner" (9.59), "follows through on requests" (9.58) and "returns calls and e-mails in a timely manner" (9.48 and 9.45 respectively).

Our claims and medical underwriting operations received similarly high marks for being "knowledgeable," "professional," "interested in solving a problem or fulfilling a request," and "providing useful assistance or accurate information," with average scores ranging from 9.23 to 9.77 on the zero to 10 scale.

Innovative solutions

"[They] try to help us find solutions that satisfy our needs."

Our solutions-oriented approach to customer service is based on offering leading technology with a human touch. For example, calls to our Customer Contact Center are answered by "live" service representatives and all contacts — received by phone, e-mail, live chat, fax or paper — are integrated into one workflow to ensure a prompt response.

For benefits staff, we offer advanced services, such as online submission of claims, full beneficiary management and customized, online reporting tools. Employees can take advantage of a paperless evidence of insurability (EOI) process, including online scheduling of paramedical exams.

We continually monitor people's experience on our web sites and conduct formal "usability" studies to verify that customers can accomplish online tasks with ease. In 2007, this commitment to continuous improvement earned us an 8.0 (Excellent) rating from the Customer Respect Group and positive consumer feedback in the lab-based studies conducted by Usability Sciences³.

Advocacy

"[They are] a good client advocate and has a willingness to partner with us."

We go a step beyond the basics of serving clients to providing information that helps them run and improve their businesses. Judging from their survey responses, clients appreciate this strategic assistance. Ninety percent strongly agree that we "provide useful consulting" — about 40 percent more customers than what Gestalt sees in other client surveys.

Long-term commitment

"They do everything possible to maintain an outstanding relationship with the employees and the corporation."

From the start, we put a new client's plan on a solid footing with our detailed, results-proven implementation plan. We survey every new client after implementation and have met or exceeded a 99 percent satisfaction rate for the past four years.

Ongoing, we take an active, consultative approach to account management, keeping lines of communication open at all levels of the client organization, meeting regularly to understand changes in their businesses and ensuring plans are administered as agreed. We employ our Seven Point Service Check-up™ to routinely measure client satisfaction. Since 2003, the weighted average score for overall client satisfaction is 4.76 (on a 5-point scale).

And, we back our promises with strong performance guarantees, putting money at risk to demonstrate our commitment in financial as well as verbal terms.

"I would rate them a 10."

On a variety of performance measures, our numbers add up to solid client satisfaction — and the highest client retention rate in the group life insurance industry².

- 99% of clients are satisfied.
- 99% would recommend us to another company.
- Client satisfaction survey results translate into an 86% Net Promoter® score.
- Our customer web site LifeBenefits.com rates an 8.0 Customer Respect Index (on a 10-point scale) and scored 6.1 on Usability Sciences' 7-point scale³.

Minnesota Life Insurance Company
A Securian Company

Securian Life Insurance Company
A New York admitted insurer

400 Robert Street North, St. Paul, MN 55101-2098
1.800.606.LIFE (5433) • 651.665.7898 Fax
www.lifebenefits.com

©2008 Securian Financial Group, Inc. All rights reserved.
F66308-1 Rev 3-2009
A01423-0408

¹Phone interviews with 119 respondents representing 101 companies. A zero to 10 scale was used where "0" meant the statement did not at all describe the respondent's experience and "10" meant it completely described the respondent's experience.

²98.6 percent 5-year average, 2002-2006.

³Customer Respect Group, 2007; Lab-based studies, Usability Sciences, 2007.