

Employee Benefit News

Leading carriers earn customer kudos

By Editorial Staff
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Several voluntary benefit carriers are trumpeting satisfaction with their level of service and product features, as well as sales figures from independent research, to coincide with open-enrollment season.

One example is the **Colonial Life & Accident Insurance Company**, which ranked No. 1 in customer service in seven of eight measures examined in a recent LIMRA consortium telephone survey of worksite insurance carriers.

Criteria among the roughly 300 customers of each participating carrier polled included overall level of satisfaction, service expectations, ease of doing business with the carrier, products and services. Other areas included the likelihood of recommending and renewing coverage with the carrier, requesting information about an additional product and interest level in obtaining group insurance products from their carrier.