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DALBAR Honors Financial Firms for Exceptional Customer Service

Leaders Who Place Customer Care as their Top Priority Recognized with DALBAR Service Award

(Marlborough, MA., December 14, 2022) DALBAR, Inc., the nation's leading auditor of customer service in the financial services industry, published today the recipients of its prestigious **2022 DALBAR Service Award**.

An objective and rigorous audit using DALBAR's proprietary measurement techniques and technology examines the customer service levels of contact centers and identifies those that stand out from the crowd. The combination of statistical data with human empirical analysis makes DALBAR's service quality measurement the most reliable that exists today. Winners within the mutual fund, annuity, retirement and insurance industries were announced today.

DALBAR invites all firms to check their award status by visiting [DALBAR's award winners page](#).

"The goal of great customer service can be encapsulated in one word: trust. Trust is the strongest factor driving investors' actions both consciously and subconsciously. Exceptional customer service is critical to earning investors' confidence and the firms recognized today have prioritized exceptional service to ensure they earn the trust of the investors and financial professionals they serve." said Cory Clark, Chief Marketing Officer at DALBAR, Inc.

[DALBAR, Inc.](#) has a 46-year history and is recognized by the financial services industry and government as an independent third-party expert in the business of providing audits, evaluations, ratings, and due diligence. DALBAR certifications are recognized as a mark of excellence in the financial services community.

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