

Policyholders Put First: DALBAR Recognizes Standout Insurance Firms for Customer Service

(Marlborough, MA, February 7, 2024) DALBAR, Inc., the preeminent auditor of customer service within the financial services industry, proudly continues to unveil the distinguished recipients of the **2023 DALBAR Service Award**. This week, the awardees of the Insurance Service Award, recognized for their outstanding customer service support to their insurance clients are being announced:

- Guardian
- Pacific Life

The recipients, heralded for their commitment to outstanding customer service to insurance clients, emerged successful through an impartial and meticulous audit utilizing DALBAR's cutting-edge measurement techniques and technology. This comprehensive evaluation of contact centers pinpointed those demonstrating unparalleled excellence.

[DALBAR, Inc.](#) has a 46-year history and is recognized by the 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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