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Contact: Kathleen Whalen
617.723.6400
KWhalen@DALBAR.com

Nationwide earns 2014 DALBAR Recognition for Excellence Award

(Boston, MA. January 22, 2014) DALBAR, Inc. announced today that Nationwide was the only Retirement Plan Provider to earn Recognition for Excellence for their exceptional quality of email correspondence with Retirement Plan Sponsors and Third Party Administrators. The DALBAR Recognition for Excellence is only awarded to those firms that exceed stringent standards for communication.

Many organizations rely heavily on email to fulfill customer service needs, but it can do more harm than good if communications are handled carelessly. According to a 2013 survey by Sendmail, Inc., 43 percent of respondents identified emails, among all communication technologies in the workplace, as the most likely to create resentment between senders and receivers. Furthermore, just about 64 percent of working professionals speak of tension, confusion, or other negative consequences as a reaction to email, making this widely used tool for business communication a treacherous one at best.

Understanding the potential pitfalls associated with email, Nationwide excelled at leveraging this communication tool, particularly in the clarity of the email correspondence. The email was direct, concise and easy to understand. The responses were also well organized to ensure any necessary action steps were easy to follow.

“Very often, customers prefer to communicate via email versus telephone. Nationwide understands this and has made an institutional commitment to ensuring that this method of communication is of the highest quality, making them a standout industry leader. Earning the DALBAR Recognition for Excellence only underscores this achievement” said Kathleen Whalen, Managing Director at DALBAR.

Before awarding recognition, DALBAR conducted a rigorous audit of over 400 email exchanges between Nationwide, Retirement Plan Sponsors and Third Party Administrators. The audit was conducted to ensure that the demeanor, clarity and proficiency of the emails met the highest standards for communication in the industry.

DALBAR, Inc. is the financial community's leading independent expert for evaluating, auditing and rating business practices, customer performance, product quality and service. Launched in 1976, DALBAR has earned the recognition for consistent and unbiased evaluations of insurance companies, investment companies, registered investment advisers, broker/dealers, retirement plan providers and financial professionals. DALBAR awards are recognized as the marks of excellence in the financial community.

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