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DALBAR Announces Its 2015 Financial Intermediary Service Award Winners

(Boston, MA. December 15, 2015) Today DALBAR released the 2015 winners of its annual Financial Intermediary Service Award. **BlackRock, Deutsche Asset & Wealth Management, Goldman Sachs, and Pacific Life** emerged as service leaders in 2015.

For nearly three decades, DALBAR has conducted rigorous testing of service delivery via its Service Quality Measurement Programs. Each year, DALBAR identifies those firms that rise above their peers in service to financial professionals after a full year of comprehensive evaluation and recognizes those elite institutions with the DALBAR Service Award.

These firms have set themselves apart from the industry at large by providing a superior standard of care. DALBAR's rigorous testing of service delivery found that, collectively, these firms service representatives demonstrated the following service differentiating attributes more than 95% of the time:

- When a financial advisor is calling one of **these** firms on behalf of their client, they consistently speak with a knowledgeable individual who is personable and can answer their questions in an efficient and thorough manner. They are never left wondering if they got the right information.
- When financial professionals contact these elite service providers, they are met with a consistently high level of respect and their relationship is recognized as high importance.

These firms also have a long record of service excellence, innovation and vision. This award was first introduced 18 years ago and Goldman Sachs has earned it 16 times, BlackRock, 15 times, Pacific Life, 13 times and Deutsche Asset & Wealth Management has earned it 5 times.

"These award winning organizations have demonstrated a keen awareness of the linkage between the high level of service advisors receive and the economic success of their business," said Kathleen Whalen, Managing Director at DALBAR.

The DALBAR Service Award is based on systematic testing of customer service throughout the year. DALBAR conducts thousands of tests to measure how financial companies respond to the service needs of their customers. Companies that exceed the award level benchmarks after one year of testing earn the DALBAR Financial Intermediary Service Award. For more information on the Service Quality Measurement Programs or the Financial Intermediary Service Award, please contact Brooke Halloran at 617-624-7273 or at bhalloran@dalbar.com.



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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