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NATIONWIDE RETIREMENT PLANS RECOGNIZED FOR OUTSTANDING CUSTOMER EXPERIENCE

Today DALBAR recognized Nationwide Retirement Plans for outstanding service delivery to plan participants with the [2020 Customer Experience Excellence Award](#). This award is based on a detailed review of the customer service channels which form the majority of customer interactions.

“It is hard to overstate the importance of the customer experience where retirement plans are concerned” explains DALBAR Director Brendan Yeager. “Having easy access to information and the right planning tools, backed up by friendly and knowledgeable associates who are able to answer any questions they may have, leads to more informed participants. This in turn leads to the most important goal, greater success in saving for retirement. Nationwide understands this, has made the participant’s experience a real priority, and it shows.”

2020 is the first year in which DALBAR recognized leading providers with the Customer Experience Excellence Award. The award can only be earned after an extensive [Customer Experience Audit](#) looking at the service channels that make up the majority of customer touchpoints. DALBAR’s audit approach entails a thorough review of the specific tools available to, and actual service interactions with, Nationwide’s retirement plan participants. These are compared against DALBAR’s industry-leading criteria, top-performing firms and accumulated best practices. For Nationwide the following channels were reviewed:

- Public sector telephone support
- Private sector telephone support
- Public sector participant website
- Private sector participant website
- Mobile website

“Our business is built on a model of providing extraordinary care to the partners and participants we serve,” says Eric Stevenson, president of the retirement plans business at Nationwide. “This award demonstrates that commitment to delivering an exceptional service experience, across all channels, that addresses customer needs and demonstrates our passion for supporting the financial futures of America’s workers.”

For more information about [DALBAR Awards](#) and [Customer Experience Audit programs](#), please contact Brooke Halloran at 617-624-7273 or bhalloran@dalbar.com.

[DALBAR, Inc.](#) is the financial community’s leading independent expert for evaluating, auditing and rating the customer experience, business practices, investor behavior, and product quality. Launched in 1976, DALBAR has earned a reputation for consistent and unbiased evaluations. DALBAR awards are recognized as marks of excellence in the financial community.

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