



Media Contact: Emily Kunka
617.624.7136
ekunka@dalbar.com

Guardian Recognized by DALBAR for Annuity Customer Service Excellence for 9th Consecutive Year

(Marlborough, MA, January 28, 2026) For the ninth consecutive year, The Guardian Life Insurance Company of America® ([Guardian](#)) has been recognized with the **DALBAR Annuity Service Award**. This award, presented by DALBAR, the leading auditor of the customer service experience within the financial services industry, recognizes those who have demonstrated dedication to providing outstanding customer service support to their annuity clients throughout the year.

Guardian excelled at meeting the evolving expectations and needs of annuity clients and building trust through forward-thinking customer care solutions and strategies. Award winners are selected through DALBAR's independent and thorough evaluation process, reflecting the highest standards in contact center service quality measurement within the industry for 50 years. The year-long audit process leverages DALBAR's proprietary metrics, blending quantitative data with human expertise.

Since 1976, DALBAR has been the leading independent financial services market research firm, recognized by the industry and government alike. Specializing in uncovering the needs, behaviors, and concerns of investors and financial professionals, DALBAR provides actionable insights to help firms enhance their products, services, and communications. As an expert in audits, evaluations, ratings, and due diligence certifications, DALBAR awards are a hallmark of excellence, setting the standard for quality in the financial services community.

Follow us on [LinkedIn](#) and [X](#).

###