



Jackson Ranks Highest in Industry for Customer Service; Named “Contact Center of the Year” Finalist in Annual SQM Awards

Jackson also earns Call Center World Class First Call Resolution Certification and World Class Employee Experience awards

LANSING, Mich. — Feb. 24, 2022 — [Jackson National Life Insurance Company](#) (Jackson®), the main operating subsidiary of Jackson Financial Inc. (NYSE: JXN), was [recognized](#) with four awards from [Service Quality Measurement Group, Inc.](#) (SQM)¹ for excellence in contact center service in 2021. The honors include earning the Highest Customer Service — Financial Industry award for achieving the highest first-call resolution (FCR) score in the market. SQM also named Jackson a Contact Center of the Year Finalist for receiving high ratings in customer and employee experience among a field of 500 leading international contact centers.

“Delivering exceptional service to our customers is essential to helping ensure more Americans can approach retirement with clarity and confidence,” said Laura Hanson, Senior Vice President of Operations at Jackson. “Winning these prestigious SQM awards is an honor for all of us at Jackson, made possible by the dedication, teamwork and exemplary performance of our call center associates. I am inspired by their impressive efforts to consistently exceed our customers’ expectations as they help deliver better outcomes for those planning for retirement.”

Jackson also earned Call Center World Class FCR Certification — another award for outstanding service — that recognizes an 80 percent or higher rate of solving customers’ issues on the first call. The company earned high marks from its associates as well by winning the World Class Employee Experience award for the eighth time, which is based on 50 percent or higher of employees rating their overall experience working in the contact center as “very satisfied.”

“Jackson provides an industry-leading customer experience, which is evident in the recognition they earned for highest customer service in the financial industry and world class contact center certification,” said Nader Ghattas, Chief Customer Experience Officer of SQM. “These are truly prestigious awards, and their call center team should be very proud. What makes these awards unique is they are based on real interactions with customers who have contacted the call center and employees who work in the call center.”

¹ SQM, Highest Customer Service for Financial Industry, 2021, Call Center of the Year Finalist, 2021, Call Center World Class FCR Certification, 2021, World Class Employee Experience, 2021

SQM reported in its benchmarking survey that 94 percent of financial professionals who called the contact center gave Jackson's customer service the highest possible rating, which is eight points higher than the industry average. The survey also showed the contact center resolved 89 percent of inquiries in the first call, which again is 8 percent higher than the average world class call center.

SQM's awards are based on the customer's satisfaction with his or her service experience, the customer service representative, as well as the resolution of the call. Feedback comes from the customers who contacted Jackson as well as employees who work in a contact center. SQM benchmarks more than 500 leading North American contact centers annually and has conducted benchmarking studies since 1996. The 2021 awards are based on studies from Jan. 1, 2021 to Dec. 31, 2021.

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ABOUT JACKSON

Jackson® (NYSE: JXN) is committed to helping clarify the complexity of retirement planning—for financial professionals and their clients. Our range of annuity products, financial know-how, history of award-winning service* and streamlined experiences strive to reduce the confusion that complicates retirement planning. We take a balanced, long-term approach to responsibly serving all of our stakeholders, including customers, shareholders, distribution partners, employees, regulators and community partners. We believe by providing clarity for all today, we can help drive better outcomes for tomorrow.

**SQM (Service Quality Measurement Group) Contact Center Awards Program for 2004 and 2006-2021. (To achieve world-class certification, 80% or more of call-center customers surveyed must have rated their experience as very satisfied, the highest rating possible).*

Jackson National Life Insurance Company is a wholly owned subsidiary of Jackson Financial Inc. Jackson Financial Inc. is a publicly traded company. Prudential plc and Athene Life Re Ltd. each hold a minority economic interest in Jackson Financial Inc. Prudential plc has no relation to Newark, New Jersey-based Prudential Financial, Inc.

Jackson® is the marketing name for Jackson Financial Inc., Jackson National Life Insurance Company® (Home Office: Lansing, Michigan) and Jackson National Life Insurance Company of New York® (Home Office: Purchase, New York).

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Media Contact:

Patrick Rich

patrick.rich@jackson.com

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