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## An Insurance Company with 100% Client Satisfaction?

**Category:** [Group Life Insurance](#)

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ST. PAUL, Minn.--(BUSINESS WIRE)--When is the last time you heard of a business with 100 percent client satisfaction? How about an insurance company?

A perfect score from customers isn't a pipedream, it's reality for the Group Insurance division of Securian Financial Group, the nation's third largest direct writer of group life insurance.\*

Every two years, market research company Gestalt Inc. conducts an objective survey of Securian's group life clients to measure the company's performance on key aspects of customer service. This year, Gestalt interviewed 217 human resources professionals working for Securian's group life clients, which include many of the country's largest employers.

The results? 100 percent said they are satisfied with Securian overall. 99 percent said they are satisfied with their Securian customer relationship advisor. 99 percent said they are satisfied with Securian's claims operation. 98 percent said they are satisfied with Securian's medical underwriting.

"I've been conducting customer satisfaction studies for clients since the mid-1980s," says Jan Wilson, president of Gestalt Inc. "In all that time, I have not seen another company with scores as high as Securian, across every department in its Group Insurance division. What's even more remarkable is that they have maintained those high scores for 10 years."

In the last 10 years of the survey, Securian's customer satisfaction rating has never dropped below 9.2 on a 10 point scale.

"Providing exceptional customer service is not just the right thing to do, it's good business," says Von Peterson, senior vice president of Securian's Group Insurance division. "Group life insurance is an intensely competitive business. We know our clients have choices, and they can be confident everyone who works for Securian on their behalf is striving every day to ensure complete satisfaction."

### ABOUT SECURIAN'S GROUP INSURANCE DIVISION

Securian's Group Insurance division offers financial protection to millions of people through employers across the United States. Clients include 64 Fortune 500® companies and 21 state governments. As of the end of 2014, Securian's insurance company affiliates—Minnesota Life Insurance Company and Securian Life Insurance Company—had more than \$914 billion group life insurance in force.

### ABOUT SECURIAN FINANCIAL GROUP

Since 1880, [Securian Financial Group](#) and its affiliates have provided financial security for individuals and businesses in the form of insurance, investments and retirement plans. Now one of the nation's largest financial services providers, Securian is the holding company parent of a group of companies that offer a broad range of financial services.

\*Direct group life insurance in force as of December 31, 2013, on a consolidated basis as reported in the annual statement policy exhibit state pages. Data Source: SNL Financial LC. This statistic reflects the insurance company affiliates of Securian Financial Group, Inc.—Minnesota Life Insurance Company and Securian Life Insurance Company.

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*Financial security for the long run.*

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Insurance products are issued by Minnesota Life Insurance Company in all states except New York. In New York, products are issued by Securian Life Insurance Company, a New York admitted insurer. Both companies are headquartered in Saint Paul, MN. Product availability and features may vary by state. Each insurer is solely responsible for the financial obligations under the policies or contracts it issues.

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