



**FOR IMMEDIATE RELEASE**

BALTIMORE – January 10, 2019

**Transamerica Wins DALBAR Annuity Service Award,  
Recognized for Best-in-Class Customer Service**

Transamerica announced today that it received the 2018 DALBAR Annuity Service Award, and is recognized as a leading provider that consistently delivers best-in-class telephone service experience for contract holders.

The Annuity Service Award is earned through an objective and rigorous third-party evaluation of the quality of contact center interactions with contract holders. These interactions are reviewed throughout the year against detailed criteria covering all aspects of the customer's experience. To qualify for the Award, companies must exceed quality thresholds in all criteria.

"Representatives servicing annuity contracts have a tough job. They need to understand the ins and outs of annuity products, a host of systems, relevant regulations, and account security controls. To do all of that and still deliver an outstanding service experience is quite an accomplishment. To be able to do so consistently requires not only a great team but also an organizational commitment to putting the customer first," said DALBAR Director Brendan Yeager. "We commend Transamerica for having such a commitment to its customers."

"At Transamerica, our top priority is taking care of our customers. We are proud that our customer service representatives consistently deliver the high level of service to be recognized as a best-in-class annuity service provider by DALBAR," said Phil Eckman, Head of Customer Experience and Advice for Transamerica. "DALBAR sets a high standard, and we are very honored by their recognition."

DALBAR, Inc. is an independent expert for evaluating, auditing and rating business practices customer performance, product quality, and service for the financial community. Launched in 1976, DALBAR has earned recognition for consistent and unbiased evaluations of investment companies, registered investment advisers, insurance companies, broker/dealers, retirement plan providers, and financial professionals. DALBAR awards are recognized as marks of a superior standard of care in the financial community.

**About Transamerica**

With a history that dates back more than 100 years, Transamerica is recognized as a leading provider of life insurance, retirement and investment solutions, serving millions of customers throughout the United States. Recognizing the necessity of health and wellness during peak working life, Transamerica's dedicated professionals work to help people take the steps necessary to live better today so they can worry less about tomorrow. Transamerica serves nearly every customer segment, providing a broad range of quality life insurance and investment products, individual and group pension plans, as well as asset management services. In 2017, Transamerica fulfilled its promises to customers, paying more than \$35.6 billion in insurance, retirement, and annuity claims and benefits, including return of annuity premiums paid by the customer. Transamerica's corporate headquarters is located in Baltimore, Maryland, with other major operations in Cedar Rapids, Iowa. Transamerica is part of the Aegon group of companies. Based in the Netherlands, Aegon is one of the world's largest providers of life insurance, pension solutions and asset management products, operating in more than 20 markets worldwide. For the full year of 2017, Aegon managed \$982 billion in revenue generating investments. For more information, please visit [www.transamerica.com](http://www.transamerica.com). Transamerica is not affiliated with DALBAR, Inc.

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