

The 2019 Annuity Carrier **SERVICE STRENGTH** Score

PURPOSE | Annuity Carrier **SERVICE STRENGTH** Score offers an *independent, objective* score of each annuity carrier's recent history in providing excellent service to you, your firm, your Advisors and your clients.

The data for the Annuity Carrier **SERVICE STRENGTH** Score is collected straight from the source where it matters most: you and your peers.

Thank you in advance for taking time out of your very busy day to complete this survey. We look forward to sharing the results back with you.

INSTRUCTIONS | Simply write the score you give each annuity carrier for each of the five criteria listed at the top of each column. 20 is perfect. 1 is perfectly awful. For help thinking through what score to give an annuity carrier for each of the five criteria, see page 2 or the reverse side.

	RESPONSIVENESS	TECHNOLOGY	PRODUCT	PARTNERSHIP	IN-FORCE CLIENT SERVICING
Example: ABC Insurance Co.	19	8	14	20	9
AIG					
Allianz					
ANICO					
Athene					
AXA					
Brighthouse					
Colorado Bankers Life					
CUNA					
Delaware Life					
Eagle					
Global Atlantic					
Great American					
Great West					
Jackson National					
Knighthood					
Liberty					
Lincoln					
Mass Mutual					
Midland National					
Nationwide					
New York Life					
Pacific Life					
Principal					
Protective					
Prudential					
Oneamerica					
Reliance Standard					
Sammons					
Security Benefit					
Symetra					
The Standard					
Transamerica					
Vantis Life					
Western & Southern					

Now that you are finished, take a picture of the completed survey with your phone and text or email it to us at **303-532-7003** or todd.nixon@jackcramer.com. We'll keep your responses absolutely confidential and share the final results with you at the email you list below.

NAME: _____ BROKER-DEALER: _____ EMAIL: _____

PURPOSE

The Annuity Carrier **SERVICE STRENGTH** Score offers an *independent, objective* score of each annuity carrier's recent history in providing excellent service to you, your firm, your Advisors and your clients.

OVERVIEW | The Annuity Carrier **SERVICE STRENGTH** Score gives you a fuller picture when you decide which annuity carriers to work with.

Financial Strength matters. That's why you use AM Best, Moody's, Fitch, Standard and Poor's, ALIRT and others.

Service Strength matters. Until now you had to rely on what the carrier told you or anecdotes from your peers. Now you will have access to a new tool: **The Annuity Carrier SERVICE STRENGTH Score**

We hope the combination of **Financial Strength** scores and **Service Strength** scores give you a more complete perspective when you are making important annuity carrier decisions.

Scoring: Scoring is from 1 to 20 for each of the 5 categories. 20 is perfect. 1 is perfectly awful.

Timeframe: We would prefer to have your answers by **Friday**. If you can't get it done by then, just let us know when you can.

When Will We See the Results? The goal is to have the official release of the results at the October 11th *Indexed & Income Roundtable*. We will begin sharing the results with those who complete the survey as early as August 31st.

Who Should Complete this Survey? If we sent you the survey, then we would really like you to complete it. If you think other people on your team should answer it, too, then we agree with you. Anyone at your firm who has insights or meaningful contact with annuity carriers can provide useful input their **SERVICE STRENGTH** Score. (Our long-term goal is to send this **SERVICE STRENGTH** Survey to everyone at your BD who interacts with annuity carriers, including Advisors, Sales Managers, Back Office Team Members, etc. If you would like to begin that process now or soon, please reach out to Todd Nixon or me directly. We would appreciate your ideas and guidance.)

What Are the Criteria Used to Determine an Annuity Carrier's Service Strength Score? There are five elements to an annuity carrier's **SERVICE STRENGTH** Score. They are: Responsiveness. Technology. Product. Partnership. In-Service Client Support. We arrived at these five criteria after extensive discussions with product managers at broker-dealers and leaders at annuity carriers.

THANK YOU!

If you have any questions, insights or suggestions, please don't hesitate to reach out to:

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CRAMER
+associates

THE FIVE ELEMENTS OF THE SERVICE STRENGTH SCORE

Consider these questions as you decide what scores to give each annuity carrier.

Responsiveness: Do they reply to your requests, big and small, as quickly as you like and do they do what they say they will do? Responsiveness is about speed and follow through. When you call one of their Key Account people, do they call you back as fast as you would like? Do they follow through as quickly and as thoroughly as you expect? When your back office team members call their back office, do they get the responsiveness that they expect?

Technology: Are they on the technology platforms that are important to you? Does their technology make your life easier or harder? What about your Advisors? When you ask for reporting or product updates, does their technology make things faster and easier? Do you have to adapt to their technologies or do they adapt their technologies to make things more productive for you? When it comes to technology, are they a leader or a laggard?

Product: Do they offer products that are competitive in the marketplace and remain competitive all, most or some of the time? Do they update their products often enough to remain competitive but not too often so it makes it hard for you and your Advisors to keep up. Do the products do what they are supposed to do? Do Advisors fully understand their products and therefore sell them appropriately. Do you receive many complaints about the product... from whom...and why? Do a few Advisors comprise most of the sales of this product or is it sold broadly across your Advisor base?

Partnership: Are they a good partner? Define partner in the way that is most important you. It could be monetary, wholesaling, value add content, marketing materials, training, seminar support, alignment with your organizational goals or a combination of items. So for the elements of partnership that important to you, are they a good partner? Here are more questions to consider: When you ask for monetary support, do they say Yes always, usually or never? Do their wholesalers visit your Advisors as often as you like and do they make a positive difference? Do they offer value add content or training that makes your Advisors better Advisors. Do their marketing materials support or detract from the sales process? Do they offer training programs that you find effective? Do they understand your BD's goals and align themselves sincerely?

In-Service Client Support: For those clients of yours who have already invested in their annuities, is the carrier's customer service taking good care of them? Do many client service issues reach your desk? Do they remember that the clients are first and foremost your clients and include you (or defer to you) in any important service issues or outbound marketing programs? Do you sleep at night or worry about how the carrier is taking care of your clients? Are their customer service standards as high as yours?