

Ameritas group division earns ninth center of excellence

Ameritas Life Insurance Corp.'s group division earned BenchmarkPortal's Center of Excellence Call Center Certification for the ninth consecutive year.



Ken VanCleave, Ameritas group division president, said, "On January 1, 2007, we embarked on a journey to measure our customer contact center through BenchmarkPortal, a world-renowned, independent third party. Nine years later, we continue to perform at the same high level that earned us that first certification. To us, this speaks volumes about our customer service model and its continuing success."

Contact center associates who earn the award understand that meeting and exceeding the metrics to win this annual award takes each individual's commitment.

Contact centers are judged on both cost- and quality-related metrics, such as first-call resolution and caller satisfaction, and compared to industry peers. Those who pass, earn the annual BenchmarkPortal Center of Excellence Call Center Certification. By fulfilling a scorecard of metrics that reflect efficiency, effectiveness and customer loyalty, winners rank in the top 10 percent of all contact center participants in their category.

Bruce Belfiore, BenchmarkPortal chief executive officer, said, "Any contact center that is able to meet or exceed our many key performance indicators, especially year after year, proves it is committed to service excellence. No doubt about it. Ameritas group division call center associates, congratulations on a job well done."

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About Ameritas

Founded in 1887, Ameritas — Ameritas Life Insurance Corp. and its affiliated companies — offers a wide range of insurance and financial products and services to individuals, families and businesses. The group division of Ameritas Life Insurance Corp. has served customers since 1959 and today provides dental, vision and hearing care products and services, insuring or administering benefits for more than 6.4 million people nationwide. Ameritas has one of the largest dental networks in the country with more than 406,000 access points. Its contact center has earned BenchmarkPortal's Center of Excellence certification since 2007. In New York, products are offered through Ameritas Life Insurance Corp. of New York. To learn more about Ameritas, visit ameritas.com or ameritasinsight.com.

About BenchmarkPortal

Founded in 1995, BenchmarkPortal is a global leader in the contact center industry, providing benchmarking, certification, training, consulting, research and industry reports. The BenchmarkPortal team of professionals has gained international recognition for its innovative approach to best practices for the contact center industry. The organization hosts the world's largest database of contact center metrics. Its mission is to provide contact center managers with the tools and information to help optimize efficiency and effectiveness in customer communications. For more information about BenchmarkPortal, visit benchmarkportal.com.



Ameritas Life Insurance Corp.
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