

DALBAR is a leading financial services market research and rating firm that specializes in raising the standards of excellence in customer satisfaction, service quality, communications, and Internet services.

DALBAR provides call-center evaluations, recognition programs, customer-service training, benchmark studies, and satisfaction surveys to sales and service centers in the insurance and investment industries.

DALBAR's expertise is in evaluating the quality of the interaction between the call-center representative and customers to ensure effective and efficient communication. www.DALBAR.com

Pacific Life refers to Pacific Life Insurance Company and its affiliates, including Pacific Life & Annuity Company. Insurance products are issued by Pacific Life Insurance Company in all states except New York and in New York by Pacific Life & Annuity Company. Product availability and features may vary by state. Each company is solely responsible for the financial obligations accruing under the products it issues (Newport Beach, CA). Pacific Funds refers to Pacific Funds Series Trust.

Pacific Life Consistently Recognized for High-Quality Service Standards

We pride ourselves on our high level of customer service. We were honored to be the recipient of a DALBAR Service Award for service to our financial advisors, contract owners, and mutual fund account holders in 2014 and 37 times since 1997. Recipients of this award can consider themselves service leaders within the financial services industry.

Pacific Life has been a DALBAR Award winner for 11 consecutive years and received the following evaluation program awards in 2014:

Annuity Service Award

For contract owner inbound phone calls



Financial Intermediary Service Award

For registered representative inbound phone calls



Service Excellence Award¹

For mutual fund services inbound phone calls



DALBAR Service Awards

For over two decades, DALBAR's awards have been the gold standard for service quality in the financial services industry. The DALBAR Service Award symbolizes the achievement of the highest tier of service to customers within this industry. It is awarded only to those firms that exceed industry norms in key service areas.

¹Awarded to our transfer agent for the service they provide for Pacific Funds.