

EXCERPTS FROM INFORMATION PROVIDED TO DENTON ISD

Here is a sampling of the many customer-service specific awards CIGNA has won in the last year.

February 2011

CIGNA Government Services was presented with two prestigious Stevie® Awards for excellence in customer service at the fifth annual Stevie Awards for Sales & Customer Service. The first award was for the Customer Service Team of the Year. The second award was for Customer Service Training Team of the Year and recognized an accelerated and ambitious training program that saw nearly 400 customer service associates trained in just over five weeks to handle an significant influx of government medical and dental business.

May 2011

CIGNA's conversion of its **Explanation of Benefits** from an arcane and opaque insurance-ese document into a simple, clear, consumer-friendly receipt has earned the **Center for Plain Language ClearMark award**.

April 2011

CIGNA has earned DALBAR's top ranking among national benefit plans for clarity, content and design of the industry's key customer communication, the Explanation of Benefits. CIGNA's Explanation of Benefits is one of only four to earn an "Excellent" designation in an evaluation by DALBAR, Inc. as well as the DALBAR's coveted Seal of Approval.

As a follow-up to its first place award for an exemplary customer strategy at 2009's Gartner Customer Relationship Management Summit*, CIGNA earned the Silver Award for delivery of an excellent customer experience at the 2010 Gartner & 1to1 Media Customer Relationship Management Excellence Customer Award.

November 2010

CIGNA won three national awards for its efforts to improve the way it communicates with the people it serves. The company won a Gold Award and two Merit Awards in the 17th Annual National Health Information AwardsSM program.

June 2010

In **Forrester Research's "Rating of Customer Service Experience, 2010"** study CIGNA's rating of 62 percent is higher than our national competitors and peers - rates respectively: Medicare (61 percent), Medicaid (53 percent), Anthem (50 percent), Aetna (44 percent), and United (43 percent). Only one regional health plan, Kaiser, rated higher at 75 percent. Forrester surveyed more than 4,600 U.S. consumers across 14 industries.

And finally, CIGNA HealthCare Call Centers had been certified by J.D. Power and Associates for providing "**An Outstanding Customer Service Experience**" for four years in a row (2006-2010). Please see the Press Release is below:

CIGNA HealthCare Recognized for Providing an Outstanding Customer Service Experience For a Fourth Consecutive Year

BLOOMFIELD, Conn., December 19, 2010 - CIGNA HealthCare has been recognized for call center operation customer satisfaction excellence for a fourth consecutive year under the J.D. Power and Associates Call Center Certification Program.SM The Call Center Certification Program distinction acknowledges a strong commitment by CIGNA HealthCare's call center operation to provide "An Outstanding Customer Service Experience."

To become certified, CIGNA HealthCare's call center operations successfully passed a detailed audit of its recruiting, training, employee incentives, quality assurance capabilities, and management roles and responsibilities. As part of its evaluation, J.D. Power and Associates conducted a random survey of CIGNA HealthCare customers who recently contacted its call centers, located in Bourbonnais, Ill.; Chattanooga, Tenn.; Denison, Texas; Phoenix, Ariz.; Scranton, Pa.; and Visalia, Calif.

"In achieving certification for a fourth consecutive year, CIGNA HealthCare has demonstrated its commitment to deliver high-quality service to customers contacting its call centers," said J.D. Power and Associates. "Customers contacting CIGNA's call centers are particularly pleased with the courtesy shown by the customer service representatives, which is so vital to building advocacy toward CIGNA's brand given the sometimes delicate nature of the interaction."

For certification status, a call center must also perform within the top 20 percent of customer service scores, which are based on benchmarks established in J.D. Power and Associates' cross-industry customer satisfaction research. The evaluation criteria include courtesy; knowledge; concern for the customer; usefulness of the information provided; convenience of operating hours; ease of reaching a representative; and timely resolution.

"To earn J.D. Power and Associates recognition for call center operation customer satisfaction excellence for a fourth time is an important milestone," said Brett Browchuk, senior vice president of CIGNA's service operations organization. "Each year the challenge seems greater, and so we cannot be content to rest on our laurels. For example we have expanded CIGNA call center service to 24/7/365 for all our medical, dental and pharmacy health employee benefits plans."

The Call Center Certification Program was launched by J.D. Power and Associates in 2004 to evaluate overall customer satisfaction with call centers and to help call centers in various industries increase their efficiency and effectiveness by establishing best practices for handling service calls.