

## For Immediate Release

**Contact:** Suzi Stolte  
Director of Communications  
303-361-4777 (office), 303-406-3795 (mobile)  
suzi.stolte@pinnacol.com

### **Pinnacol Customer Satisfaction Highest Ever Quality Service Secures Policyholder Loyalty**

**DENVER, March 10, 2008** – According to a recent survey, Pinnacol Assurance policyholders are more satisfied than ever with the company's service. Survey respondents say they plan to remain customers, as a result of Pinnacol's service quality in areas such as underwriting, claims handling, loss prevention services, and more. Pinnacol is Colorado's largest provider of workers' compensation insurance.

Pinnacol received its highest-ever rating of 9.0 out of 10 points for overall customer satisfaction. Survey respondents also gave Pinnacol a 9.3 rating on the likelihood of renewing their policies, an all-time high mark for the company and proof of its policyholders' loyalty.

According to Ken Ross, Pinnacol's president and CEO, the high level of satisfaction is driven by the company's meticulous attention to customer feedback. "In our 2006 survey, customers pointed out that our claims handling could be more clear," he said. "We acted on that feedback, making improvements in our claims handling procedures. This year our claims handling scores increased in every category."

The survey measured policyholder satisfaction during 2007 in nine key areas: overall service quality, underwriting, claims handling, *SelectNet* (Pinnacol's statewide network of health care providers), loss prevention, telephone customer service, billing, Internet services, and values performance. On a 10-point scale, policyholders gave Pinnacol an 8.7 rating for overall service quality, a 9.0 rating on telephone customer services, and a 9.0 rating for the likelihood of recommending the company to others.

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“Pinnacol continues to set the industry standard for customer service,” said Ross. “This year’s survey results demonstrate that our employees remain focused on the needs of our policyholders. We are proud of these scores and remain dedicated to providing the preeminent customer service and competitive pricing that will help our policyholders’ businesses grow and prosper.”

#### **About Pinnacol Assurance**

For more than 90 years, Pinnacol Assurance has been Colorado’s assured and trusted source of workers’ compensation insurance for Colorado employers. Through its affiliated agents, Pinnacol provides comprehensive, competitively priced coverage; immediate attention to claims; a highly qualified network of *SelectNet* medical providers; and proactive safety programs to approximately 60,000 Colorado businesses. Over the past three years, Pinnacol has returned \$172 million in general dividends to its policyholders statewide – a mark of the company’s stable and strong financial health.

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