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American Equity ranks in J.D. Power’s top 5 for customer satisfaction

-Fixed index annuity carrier’s fourth place score tops industry average and direct competitors-

WEST DES MOINES, Iowa – Feb. 4, 2020 – American Equity Investment Life Insurance Company, a leader in the sale of fixed index annuities, earned the distinction of “Better than Most” as 4th place for customer satisfaction in the J.D. Power 2019 U.S. Life Insurance Study. The carrier’s satisfaction index score outpaced the annuity industry average as well as other top fixed index annuity carriers. This is the first year the annuity provider category was included in the “Overall Customer Satisfaction Index Ranking” for the U.S. Life Insurance Study.

The overall satisfaction index score for annuity providers was 776 (on a 1,000-point scale). American Equity ranked fourth with a score of 787. Overall, consistency of scores across all touchpoints led to overall good customer experience.

“Quality customer service has been the backbone of our company philosophy from day one,” said Ron Grensteiner president at American Equity. “Our focus on doing the right thing and doing things right is in the DNA of our culture, and it’s our difference maker. We are excited to see J.D. Power has chosen to take measure of this important metric in our industry. We look forward to continued improvement.”

To measure customer satisfaction, critical-to-customer experience factors are examined using an index model. The model identifies the dominant factors that impact customer satisfaction and behavior and provides a benchmark of excellence for each. The U.S. Life Insurance Study measures overall customer satisfaction based on performance in six factors (in alphabetical order): application and orientation; communications; interaction; product offerings; price; and statements.

About AMERICAN EQUITY

American Equity Investment Life Insurance Company® is a full-service underwriter of fixed annuity products, with a primary emphasis on the sale of fixed index annuities. Headquartered in West Des Moines, Iowa, American Equity Investment Life Insurance Company is committed to providing products with integrity, as well as superior service to the agents it partners with and their policyholders. For more information, please visit www.american-equity.com.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. These capabilities enable J.D. Power to help its clients drive customer satisfaction, growth and profitability. Established in 1968, J.D. Power has offices serving North America, Asia Pacific and Europe.