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Eagle Life parent company American Equity ranks in J.D. Power top 5 for customer satisfaction

-Annuity carrier, America Equity, tops industry average and direct competitors with 4th place score-

WEST DES MOINES, Iowa – Feb. 4, 2020 – As a subsidiary of American Equity Investment Life Insurance Company, Eagle Life Insurance Company is proud to share American Equity 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.

“Quality customer service has been the backbone of our company philosophy from day one,” said Ron Grensteiner president at Eagle Life. “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 EAGLE LIFE

Eagle Life Insurance Company is a provider of fixed and fixed index annuities marketed through broker-dealers and banks. The company is a wholly-owned subsidiary of American Equity Investment Life Insurance Company®, headquartered in West Des Moines, Iowa. Eagle Life is committed to providing products with integrity as well as superior service to the representatives it partners with and their clients. For more information, please visit www.eagle-lifeco.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.