

## Press Release

### Reliance Life Insurance excels in Nielsen customer satisfaction survey

- Ranks high in customer satisfaction index for third consecutive year
- Improves scores to 92 per cent in customer commitment and loyalty indexes
- Shifts assessment frequency of survey from yearly to quarterly for closer monitoring of gaps and improvements

**August 30, 2010, Mumbai:** Reliance Life Insurance Company Limited (RLIC), part of Reliance Capital Limited, has been awarded a high rating for the third consecutive years in Nielsen's pan-India customer satisfaction survey.

This was announced by Mr. Malay Ghosh, President and Executive Director, Reliance Life Insurance, here today.

Reliance Life Insurance scored 88 in customer satisfaction with good rating (bordering excellent), as per Nielsen's global norms and maintained its position as compared to last year.

According to the survey, conducted in April and May this year, the commitment index of the company moved up by 3 points to 92 per cent, indicating increased loyalty of customers.

"The Nielsen rating and findings are encouraging for us. The survey indicates that we have been consistent in our efforts to understand the customer and improve our customer service standards. We aim to benchmark ourselves against the best customer service standards across industries to achieve customer delight," said Mr Ghosh.

The satisfaction index for advisors was maintained in the same range as compared to the 2008 survey.

The methodology used for the Nielsen eQ survey was quantitative in nature and the sample size used was 1806 customers and 822 advisors for Reliance Life Insurance. The study was done using face-to-face interviews with customers and advisors across the country.

Nielsen eQ system assesses the impact of customer loyalty and provides insights into how an organisation can creatively respond to market changes in order to attract and retain its most valuable customers.

Commenting on the survey, Mr Ghosh said, "In an intensely-competitive market, service can be a key differentiator. With this in mind, we engaged the Nielsen Company to conduct a satisfaction survey across the country as we are mindful of the challenges that await us in continuing to maintain high satisfaction scores in the face of rising expectations."

RLIC, which has completed three years of independent customer survey by Nielsen, has decided to increase the frequency of customer survey from yearly to quarterly basis for mapping the pulse of discerning customers.

"The objective behind the quarterly measurement of customers and advisors' satisfaction is to move towards excellence in services," he added.

### About Reliance Life Insurance Company Limited

[www.reliancelife.com](http://www.reliancelife.com)

Reliance Life Insurance Company Limited, part of the Reliance Anil Dhirubhai Ambani Group, is one of the India's top private sector life insurance companies with business premium including renewal premium of over Rs 6,605 crore (as on 31st March 2010). It has a pan-India presence and a range of products, catering to individual as well as corporate needs. The company aims to attain a leadership position in the market in the next few years by further expanding and strengthening its distribution network.

### For Media queries

Sharad Goel      sharad.goel@relianceada.com      09324984296

Sanjiv Kumar      sanjiv.k.sinha@relianceada.com      09312456677