Colonial Life
Making benefits count.

NEWS RELEASE

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Colonial Life Customers Rate Service Delivery High in 2011

COLUMBIA, S.C. (May 8, 2012) — Results from year-end independent customer satisfaction surveys show Colonial Life & Accident Insurance Company's claimants, policyholders and plan administrators continue to be pleased with the service they receive.

LIMRA surveys more than 500 plan administrators twice a year and 1,600 policyholders monthly after they file a claim or call the company. Questions range from how fast the company answers the phone to how easy it is to reconcile invoices.

Plan Administrators
Survey results from plan administrators during the second half of 2011 revealed:

- 99 percent say it's easy to reconcile their invoices.
- 95 percent say changes to their invoices are made within a reasonable amount of time.
- 94 percent say they are satisfied with Colonial Life's overall service.
- 94 percent say it's easy to do business with Colonial Life.
- 92 percent would recommend Colonial Life.

Plan administrators gave Colonial Life's customer service representatives excellent reviews in regard to **billing issues:**

- 95 percent say the company's service representatives are knowledgeable.
- 95 percent say the representatives are easy to understand.

In addition, plan administrators gave Colonial Life's customer service representatives strong reviews in regard to **claims issues:**

- 99 percent say the company's service representatives are knowledgeable.
- 92 percent say the representatives are easy to understand.

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Claimants
Cumulative survey results from claimants with approved benefits for the year 2011 revealed:

- An outstanding 93 percent are *satisfied* or *very satisfied* with their claims experience.
- 94 percent of those surveyed are *likely* or *very likely* to recommend Colonial Life to others.
- 94 percent says the claims submission process is easy.
- 93 percent say the filing instructions were easy to follow.
- 91 percent say their communications were timely.
- 95 percent of customers say they plan to continue their coverage with Colonial Life.

Call Center Users
Policyholders who called Colonial Life's Service Center continue to rate its customer service representatives highly.

- Nine out of 10 customers calling the service center are satisfied overall with the service they receive.
- 90 percent said their calls were answered in a reasonable amount of time.
- 92 percent said their requests were handled accurately.

"We continue to monitor these survey results to see how we're performing," says Tim Arnold, senior vice president and chief operations officer at Colonial Life. "Our customers deserve the best, and we work hard to provide an excellent customer service experience for them."

LIMRA is a worldwide research, consulting and professional development organization that helps more than 850 insurance and financial services companies in 73 countries increase their marketing and distribution effectiveness.

For more information about voluntary benefits, call Colonial Life at (803) 798-7000 or visit www.ColonialLife.com.

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About Colonial Life
Colonial Life & Accident Insurance Company is a market leader in providing insurance benefits for employees and their families through the workplace, along with individual benefits education, advanced yet simple-to-use enrollment technology and quality personal service. Colonial Life offers disability, life and supplemental accident and health insurance policies in 49 states and the District of Columbia. Similar policies, if approved, are underwritten in New York by a Colonial Life affiliate, The Paul Revere Life Insurance Company, Worcester, Mass. Colonial Life is based in Columbia, S.C., and is a subsidiary of Unum Group, one of the world's leading providers of employee benefits. For more information, call Colonial Life at (803) 798-7000 or visit www.coloniallife.com. Colonial Life offers exceptional opportunities to join its expanding sales force of more than 13,000 career agents in one of the fastest growing segments of the insurance industry. The company provides award-winning training that has received national recognition for excellence. For more information about Colonial Life, call the company at (803) 798-7000 or visit www.ColonialLife.com

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