

Your trusted partner for 1-to-1 benefits counseling



We're dedicated to finding the right benefits for the right people.

As part of our commitment to customers, we provide personalized counseling sessions where employees can learn about their benefit options. Our benefit counselors take this responsibility seriously because they understand the importance of having financial protection during challenging times.

We have a long history of helping employees better understand their benefits. For more than 75 years, Colonial Life has helped America's workers preserve and protect the vitally important things they've worked so hard to build.

Training to a higher standard

- We provide our benefit counselors with a thorough curriculum of classroom and self-paced training on core benefits. They also receive account-specific benefits training prior to each enrollment.
- We require our benefit counselors to undergo comprehensive training and testing on products and market conduct.
- Our benefit counselors must follow a code of essential principles that stress the importance of 1-to-1 customer meetings, proper benefits education and passion for helping others in times of need.
- Our counselors are tracked and monitored for quality and long-term customer satisfaction through our internal systems.
- Through our post-enrollment benefits counselor survey, we ask employees to rate their 1-to-1 benefits counseling session as a way to hold ourselves accountable.

[OVERALL EMPLOYEE
SATISFACTION]

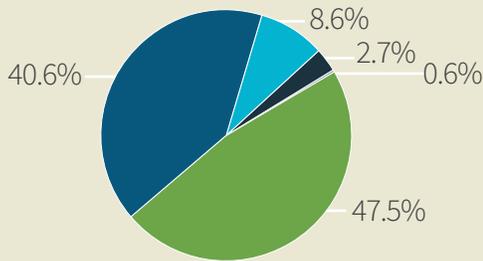
93%

Statistic is an average from 63,055 Colonial Life
benefits counselor surveys, June 2008 - Dec. 2015.

Tracking our results

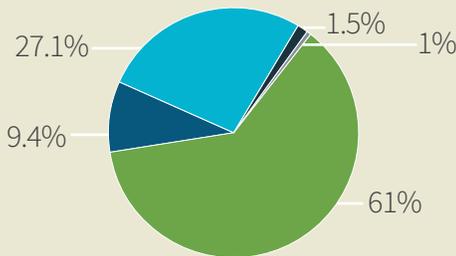
Here's how more than 60,000 employees rated their 1-to-1 benefits counseling sessions:

IMPROVED UNDERSTANDING



- Significantly improved
- Improved
- Somewhat improved
- Not at all
- Other

IMPORTANCE OF ANNUAL 1-TO-1



- Very important
- Important
- Somewhat important
- Not at all
- Other

Statistics are averages from 63,055 Colonial Life benefits counselor surveys, June 2008 – Dec. 2015.

Importance of 1-to-1 counseling

98%

said it's important to have a 1-to-1 benefits counseling session annually.

Improved understanding of benefits

97%

said their level of understanding improved after a 1-to-1 benefits counseling session.

Attentiveness

94%

said their benefits counselor was attentive to their needs.

Knowledge

94%

said their benefits counselor was knowledgeable.

Straightforward advice

93%

said their benefits counselor gave straightforward advice.

Explained options

93%

said their benefits counselor explained all options and didn't just sell them insurance.

Overall satisfaction

93%

said they were very satisfied with their enrollment experience.

We're proud of our high marks in benefits communication, but we're not done yet. We're always improving to better serve you.



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Talk with your Colonial Life benefits counselor to learn more.