

DALBAR MEASURES SUCCESS...

<p>DALBAR maintains standards and evaluates services based on:</p> <ul style="list-style-type: none">Customer behaviorIndustry practicesRegulatory requirementsAccomplishing goals	<p>DALBAR awards are public recognition of success:</p> <ul style="list-style-type: none">Communication Seals for paper and electronic communicationsService awards for outstanding phone center serviceAdviser ratings for advice quality, ethics, performance and client service
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DALBAR EVALUATES THE SUCCESS OF:

- **Communications**
Client statements, marketing communications, enrollment kits, educational materials and regulatory disclosures. Services include workshops.
- **Websites**
Consumer, financial professional and institutional Websites of investment firms, insurance companies, adviser firms and advisers.
- **Phone centers**
Phone center service quality for pre-sale and post-sale support for financial professionals and clients. Services include training.
- **Advisers**
Adviser effectiveness, performance, ethics and client service. Services include fiduciary audits, due diligence and training.
- **401(k) Plans**
Risk of fiduciary breach. Fiduciary audits and reviews are performed and potential problem areas identified for fiduciaries.
- **Compliance Practices**
Managing outside business activities, adviser Website monitoring, effectiveness of E-mail scanning. Services include compliance training.

Please [contact DALBAR](#) for more details.

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