



Deep Customer Connections, Inc.

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Mutual of Enumclaw Earns Top Ten National Ranking

ACTON, MA—November 12, 2009— Mutual of Enumclaw, headquartered in Enumclaw, WA, earned top ten ranking nationally in two categories among property and casualty carriers in Deep Customer Connections, Inc.’s 7th annual survey for 2009. For the survey, more than 8,600 independent agents and brokers assessed the performance of over 250 property and casualty carriers. Deep Customer Connections’ Index gauges a carrier’s performance against what independent agents rate as most important when choosing which carrier they want to write their business with.

“Mutual of Enumclaw earned the 5th spot nationally in handling claims promptly,” said Nort Salz, President of Deep Customer Connections. “And they didn’t stop there. Their performance, according to agents’ ratings, was also in the top ten in handling claims fairly, where they took 6th place nationally.”

Mutual of Enumclaw's Vice President of Claims, Jeannie Fleming says "Keeping our promise to policyholders when they need us most is what our Claims Department is all about. It is important that our policyholders and agents know that we care about them when they have a claim and that we will do our absolute best to provide remarkable claim service. Earning this recognition says that our agents see and appreciate that we are keeping that promise."

In the annual Deep Customer Connections survey, agents and brokers rate the importance of eleven key factors ranging from underwriting responsiveness and handling claims



promptly, to acting with the agency's needs in mind. Then, they evaluate several carriers' performance against those factors.

"Measuring how easy it is for agents to work with them is important for carriers," said John Uzzi, Senior Associate at Deep Customer Connections. "Our research clearly shows that ease of use is a primary factor in agents' buying decisions. These metrics enable carriers to know what they can do to be more competitive by making it easier for their agents to place business with them."

"Acknowledging excellent performance helps improve service and productivity in this critical insurance distribution channel," said Paul Croke, Deep Customer Connections' co-founder. "We're proud to recognize Mutual of Enumclaw's superior performance and we congratulate them in their efforts."

About Deep Customer Connections, Inc.

Deep Customer Connections, Inc. provides research, consulting and industry reports to help property and casualty carriers achieve profitable growth by making it easier for their agents to place business with them. Further details of 2009 survey results are available in Deep Customer Connections' 7th Annual Benchmark Report. Contact Deep Customer Connections directly at mailbox@deepcustomerconnections.com

About Mutual of Enumclaw

Mutual of Enumclaw offers multi-line property and casualty insurance through independent agents in Washington, Oregon, Idaho and Utah.