



NEWS RELEASE

# Ameriprise Financial Earns Two J.D. Power Certifications for Outstanding Client and Advisor Service

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The firm received its first client certification and sixth consecutive advisor certification

MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial, Inc. (NYSE: AMP) has received two J.D. Power certifications for delivering exceptional customer phone service to its clients and financial advisors. For the first time, the firm earned the “Outstanding Customer Service Experience” certification for the high level of service provided to clients. And, for the sixth consecutive year, the firm received the “Outstanding Customer Service Experience” certification for service provided to its advisors.

“Delivering an elevated and referrable client and advisor experience is at the core of everything we do at Ameriprise,” said Jill Swenson, Senior Vice President of Service & Operations at Ameriprise. “To be recognized once again by J.D. Power is an honor and a testament to the knowledgeable, timely, and impactful service we provide our advisors and clients.”

The Ameriprise call centers earned this recognition after surpassing the benchmarks in the J.D. Power Certified Customer Service Program <sup>SM</sup>, which certifies customer service operations across multiple industries and includes a rigorous evaluation. Firms were also certified based on exceeding a customer satisfaction benchmark, which measured courtesy and concern for the customer, promptness in getting to a representative, timeliness of resolution, and knowledge of the representative.

“Congratulations for earning J.D. Power certifications for providing an outstanding customer service experience in

the live phone channel for the sixth consecutive year for Ameriprise advisors, and for the first time for Ameriprise clients," said Mark Miller, Practice Leader, Customer Service Advisory at J.D. Power. "The team is committed to delivering great service to their clients and advisors, and this distinction recognizes their excellence and how dedicated they are to those whom they serve."

Ameriprise is one of a small number of companies across various industries to earn the certifications. The advisor service team was also recognized in the years 2019 through 2024.

## About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for 130 years <sup>1</sup>. With extensive investment advice, asset management and insurance capabilities, and a nationwide network of approximately 10,000 financial advisors, we have the strength and expertise to serve the full range of individual and institutional investors' financial needs.

### Source & disclosure:

J.D. Power 2024 Certified Customer Service Program <sup>SM</sup> recognition is based on successful completion of an operational evaluation and exceeding a customer satisfaction benchmark through a survey of recent servicing interactions. J.D. Power certified Ameriprise customer satisfaction performance for advisors and clients in these factors: satisfaction with the IVR routing process, and the customer service representative which includes knowledge, courtesy, concern, promptness in getting to a representative, and timeliness of resolution in addition to overall satisfaction. Ameriprise paid a fee to J.D. Power to have their advisor and client support experience independently certified through this program and cite the results. Ameriprise's public use of the certification is subject to a license fee. For more information, visit [www.jdpower.com/awards](http://www.jdpower.com/awards).

<sup>1</sup> Company founded June 29, 1894

Ameriprise Financial Services, LLC is an Equal Opportunity Employer.

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