



NEWS RELEASE

Ameriprise Financial Reports 96% Satisfaction Rate as Company Engages Record Number of Clients in Compelling Digital Experience

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Clients say they are highly satisfied and Ameriprise is providing advice that addresses their needs

Traffic to the Ameriprise app up 70% and site visits to **Ameriprise.com** up 50% year over year

MINNEAPOLIS--(BUSINESS WIRE)-- In the midst of an unpredictable year, clients of Ameriprise Financial (NYSE: AMP) are overwhelmingly pleased with the experience the firm provides to help them stay in control of their financial lives. Ninety-six percent of clients surveyed said they are “highly satisfied,” and Ameriprise provides the advice that addresses their needs. Ninety-two percent said they were “likely to recommend the Ameriprise advice experience to friends and family.”¹ The firm conducted the survey as part of its regular benchmarking of client satisfaction rates and to measure how well the company is meeting client expectations amid disruption caused by the COVID-19 pandemic.

The firm also reports a record number of clients are using its integrated suite of digital tools to manage their finances, complementing the personalized support they receive from their Ameriprise financial advisors. In fact, traffic on the Ameriprise app has increased 70%, site visits to **Ameriprise.com** are up 50% and visits to individual Ameriprise practice websites are up 30% compared to one year ago.¹

“These results reflect the multi-year journey we’ve been on to build a best-in-class, digitally-enabled client experience,” said Deirdre McGraw, Executive Vice President of Marketing, Corporate Communications & Community Relations at Ameriprise. “Today’s consumers demand a digital experience that is increasingly automated, integrated

and mobile, and that's what we're delivering with more convenience and flexibility online. Our investments in technology, combined with the caring and loyal service of our advisors, help clients stay informed and in command of their finances, even as the world shifts."

"At Ameriprise, we're known for being client obsessed," said Jen Estes, Vice President of Consumer Insights at Ameriprise. "We build all of our tools and solutions around enabling our advisors to provide an outstanding experience to clients. The fact that our satisfaction scores and digital usage numbers are so high is a testament to our relentless dedication to helping clients achieve their goals and enjoy feel more confident about their investments."

As a leading wealth manager, Ameriprise has helped millions of individual clients and institutions plan for and achieve their long-term financial goals. Over the past decade, the company has invested significantly in its technology infrastructure in order to deliver a compelling client experience. Amid the COVID-19 pandemic, Ameriprise clients appreciate the comprehensive and intuitive user experience offered by its online tools, including goal tracking, electronic signatures, mobile check deposits, texting, and video sessions with their advisors – empowering them to stay connected and in control of their finances anywhere, anytime even during a period of heightened uncertainty.

About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for more than 125 years. With extensive advisory, 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. For more information, or to find an Ameriprise financial advisor, visit **ameriprise.com**.

Source:Ameriprise Financial Goal-Based Advice Survey. Results from July 2018 through June 2020, reflecting 3,551 client responses. The percentages cited reflect those who agree or strongly agree with each statement (on a 5-point scale). Clients may complete a survey via the secure site after their goals are published online.

¹ Company Reports.

Ameriprise Financial cannot guarantee future financial results.

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