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Philadelphia Insurance Launches Executive Sponsor Program

Unique program puts Company executives a phone call away

Bala Cynwyd, PA, November 28, 2011 - Executives at Philadelphia Insurance Companies (PHLY) are picking up the phone to show the company's commitment to exceeding customer service expectations. PHLY is taking this approach through a new and unique customer service program designed to strengthen relationships and provide unsurpassed customer service.

The Executive Sponsor Program (ESP) matches PHLY executives at a Vice President level or higher with two or more insurance agency executives or policyholders. The intent of the Program is to ultimately create greater retention and drive loyalty with PHLY's key agents and policyholders.

The Executive Sponsor Program focuses on a dedicated relationship between executives to supplement the attention they consistently receive from PHLY Marketing representatives. This proactive contact will set the bar higher, creating increased value in the relationship each agency has with Philadelphia Insurance.

"For some, this is an opportunity for personal growth as company executives reach beyond their typical day-to-day responsibilities and develop an understanding of the significance each relationship can hold in the service experience," comments Seth Hall, Vice President of Customer Service for PHLY. "For all, it is a reminder that our paychecks are made possible by these partnerships and the service we provide every day."

Results from the first three months clearly qualify the Program as a differentiator. PHLY's Northwest region directly attributes the relationship built within the Executive Sponsor Program as a key driver in obtaining a new account producing a six-figure premium.

According to Morgan West, Jr., President of the Property Casualty division of Seattle-based agency Kibble & Prentice, "The Executive Sponsor Program is another great service that makes it a pleasure to work with PHLY. I appreciate having the opportunity to provide feedback directly to PHLY's leadership, and look forward to providing PHLY with solid [information](#) to continue moving forward together."

32 PHLY executives are working with 63 agents and four policyholders in the Executive Sponsor Program. As the Program matures, PHLY expects this differentiating personal contact to become a model for all of its agent and policyholder interactions. PHLY's commitment to service excellence is front and center on the company's homepage of PHLY.com where is provides an avenue to give feedback to its CEO and lists its customer service results; highlighted by the fact that 97% of its policyholders would recommend PHLY.

"Our goal is to always exceed service expectations," added Hall. "We're committed to providing overwhelmingly positive service. It's what helps separate PHLY from other insurance carriers and builds our mutually beneficial partnerships."



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About Philadelphia Insurance

Philadelphia Insurance Companies designs, markets, and underwrites commercial property/casualty and professional liability insurance products incorporating value added coverages and services for select industries. In operation since 1962, the Company, whose commercial lines insurance subsidiaries are rated A++ (Superior) by A.M. Best Company and A+ for counterparty credit and financial strength by Standard & Poor's, is nationally recognized as a member of Ward's Top 50 and National Underwriter's Top 100 (for in-depth financial information, please visit our website at www.phly.com). The organization has 46 offices strategically located across the United States to provide superior service.

Philadelphia Insurance Companies is the marketing name for the property casualty insurance operations of Philadelphia Consolidated Holding Corp., a Member of the Tokio Marine Group. In the United States, all products are written by insurance company subsidiaries of Philadelphia Consolidated Holding Corp. Coverage may not be available in all jurisdictions and is subject to actual policy language. Certain coverage may be provided by a surplus lines insurer. Surplus lines insurers do not generally participate in state guaranty funds and insureds are therefore not protected by such funds. Non-insurance products and services may be provided by independent third parties.