

3 October 2011

## **Denplan No1 in customer services**

Denplan is celebrating being named the best Financial and Insurance Call Centre in the Top 50 Call Centres for Customer Service programme. At the annual awards ceremony held on the 29 September at the Grosvenor House Hotel in London, Denplan was also placed third overall, ranking higher than many internationally renowned brands and businesses, and placed fifth for customer service over email.

Denplan's Customer Services Manager, Neil Warren commented: "This is a fantastic achievement and is recognition of our dedication and passion for excellent customer service. Our Customer Advisors work incredibly hard to ensure that all Denplan patients have their claims handled promptly and efficiently, and are always greeted in a friendly and approachable manner."

For member dentists, this means their practice teams are free to focus on patient care in-practice, with the reassurance that patient financial queries receive the very best of attention."

Following an extensive mystery shopping exercise, the judges were surprised to discover that the performance scores had improved for the fourth year running. A top ten spot was tougher than ever to achieve this year, with a three percent increase in the score needed to reach the highest positions.

Some of the feedback from the mystery shopping callers included:

"The customer service I received on this call was excellent."

"The CSA was very friendly - you could almost see her smile through her voice."

"I was treated like an important customer, and nothing appeared too much trouble."

"The CSA was both friendly and professional and a credit to her company."



**-ends-**

**Notes to Editors:**

The hotly anticipated top ten, along with their performance scores were:

Guinness Northern Counties	95.205%
Auto Windscreens	95.025%
Denplan	94.280%
First Rate Exchange Services	94.125%
Dignity Caring Funeral Services	93.620%
Asda Stores	93.105%
Britvic	92.840%
Coca-Cola Enterprises	92.760%
Worcester Bosch Group	92.635%
RBS	92.525%

**About Denplan**

Denplan Limited, part of the AXA Group, is the UK's leading dental payment plan specialist. There are more than 6,500 dentists nationwide (around a third of General Dental practitioners) treating approximately 1.8 million Denplan registered patients. The company was established in 1986 by two dentists who pioneered the concept of dental payment plans. Today, Denplan arranges a range of plans for adults and children, enabling patients to spread the cost of their dental care through a fixed monthly fee. Denplan supports regular attendance and preventive care, reducing the need for clinical intervention and helping patients to maintain healthy teeth and gums for life.

Patient enquiries telephone: 0800 401 402  
Dentist enquiries telephone: 0800 328 3223  
[www.denplan.co.uk](http://www.denplan.co.uk)

**Denplan Care:** all routine and restorative care + worldwide dental A & E cover

**Denplan Essentials:** routine care only + worldwide dental A & E cover

**Plans for Children:** routine and other agreed care + worldwide dental A & E cover

**Denplan Emergency:** worldwide dental A & E cover only

**Denplan Enhance:** interest-free patient loans of £250 – £25,000 for dental treatment

**Company Dental Plans:** company funded, voluntary and flexible benefit schemes

Denplan also provides a range of professional services for its member dentists, including the Denplan Quality Programme, Denplan Excel accreditation programme and Denplan Training.

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## **About AXA**

AXA is a world leader in financial protection. AXA's operations are diverse with major operations in Western Europe, North America and the Asia/Pacific area. AXA employs 120,000 staff and tied agents and, as of 31 December 2005, had €1,064 billion in assets under management. AXA reported total IFRS revenues of €72 billion and IFRS underlying earnings of €3,258 million for the full year 2005. Our previous company performance is not a guide to how we may perform in the future.

AXA ordinary shares are listed on the Paris Stock Exchange; AXA American Depositary Shares (ADSs) are listed on the NYSE under the ticker symbol AXA.

## **For more information:**

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