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Legal & General announces winners of 10th annual Business Quality Awards

- Legal & General's annual awards celebrate firms and networks who have delivered exceptional levels of customer service
- 13 award category winners announced including Best Customer Retention Performance and Customer Excellence
- Total of 75 entries received from firms of all sizes from across the UK for Outstanding Customer Outcome

Legal & General, the UK's number one individual life insurance provider, has today announced the winners of its [10th annual Business Quality Awards \(BQA\)](#). Launched in 2011, the awards recognise the protection industry's standout performers who have delivered exceptional levels of customer service and retention of business.

This year the insurer received a record number of entries for its Outstanding Customer Outcome award which recognises the businesses that have created an exceptional end-to-end experience for their customers over the last 12 months, with entries from firms demonstrating how they have adapted to the significant challenges that 2020 has brought. A total of 75 firms made a submission to this category with the calibre of entries stronger than ever.

In addition to the Outstanding Customer Outcome category, Legal & General also has awards based on business performance, which are judged by its protection leadership team. Key highlights for this year's BQA Awards include LifeSearch's strongest ever performance from a network in the awards 10-year history, where it was shortlisted for five categories, winning Customer Excellence: Networks & Strategic Accounts and receiving a highly commended for another four categories¹.

Other strong performers include: Secure for Life winning Best Reinstatement Performance for the second year in a row; First Mortgage and Direct Life & Pension Services winning their first ever BQA (with Direct Life & Pension also shortlisted for Outstanding Customer Outcome) and Assured Futures winning Outstanding Customer Outcome.

The winners of the 2021 BQA awards are as follows:

Outstanding Performance	Direct Life & Pension Services Ltd
Best Reinstatement (EBAH / EWS)	Secure for Life
Best Customer Retention Performance	Protect Line Ltd.
Customer Excellence: Networks & Strategic Accounts	LifeSearch
Customer Excellence: Firms	The Finance Planning Group
Data Precision	L&C Mortgages Ltd
Protection Written in Trust	Cavendish Online Ltd
Special Recognition	First Mortgage Ltd
Outstanding Customer Outcome 1-10 employees	Vita
Outstanding Customer Outcome 11-50 employees	Key Solutions Mortgages
Outstanding Customer Outcome 51+ employees	Assured Futures
Network & Strategic Partner Quality Performance	Mortgage Advice Bureau
Best Supporting Account Manager	Wayne Holcombe (L&G Strategic Account Manager)

Due to current Covid-19 social distancing and venue restrictions, Legal & General is conducting the celebrations from afar this year with hopes of returning with a celebratory face-to-face event in 2022.

“Now in our 10th year, the Legal & General Business Quality Awards champions those firms and advisers who are making a difference and delivering for their customers when they need it most. This year is therefore particularly poignant given how the industry has adapted to the many challenges presented by COVID-19 with the calibre of entries for Outstanding Customer Outcome extremely strong. We remain committed to supporting intermediaries and demonstrating their value as part of our drive to grow the overall protection market. Unfortunately, we won’t be celebrating together this year due to COVID-19 restrictions but we will be raising a glass from afar and hope to celebrate next year. Once again, a very big congratulations to all our winners.”

Craig Brown, Director, Intermediary, Legal & General

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Notes to editors

1. LifeSearch was commended for Outstanding Performance, Best Customer Retention Performance, Data Precision and Written in Trust categories.

About Legal & General

Established in 1836, Legal & General is one of the UK’s leading financial services groups and a major global investor, with international businesses in the US, Europe, Middle East and Asia. With over £1.1 trillion in total assets under management, we are the UK’s largest investment manager for corporate pension schemes and a UK market leader in pension risk transfer, life insurance, workplace pensions and retirement income.

About Legal & General Insurance (LGI)

Legal & General Insurance (LGI) has been offering life insurance cover since 1836 and is the UK’s number one individual life insurance provider. Our group protection business in the UK offers life insurance and income protection products to individuals through their employers and we offer term-life insurance in the US. We now have over 5.5 million UK life insurance policyholders, 1.8 million people in group protection schemes and approaching 1.3 million US term-life insurance policyholders. Here in LGI, we protect our customers and their loved ones throughout life and death.

Life cover: <https://www.legalandgeneral.com/life-cover/>

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