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New policyholder: 'I will be a longtime, loyal customer' 9/2/2010

*Safeco's response to the June hailstorms in Montana is a great example of our commitment to delivering a level of service that sets us apart from the industry, ultimately creating loyal customers for you and Safeco. We recently told you what Montana **policyholders** and **agents** had to say. Below is a letter sent to us by a policyholder who is now an enthusiastic promoter of Safeco because of her claims adjuster's exceptional service:*

July 13, 2010

Ms. Marti Phifer, Supervisor

Safeco Insurance

P.O. Box 515097

Los Angeles, California 90051-5097

Dear Ms. Phifer:

I am writing to you to express my satisfaction and appreciation, for the manner in which a recent auto claim of mine was handled by Safeco [Claims Specialist] Doug Holladay. I live and work in Bozeman, Montana, which recently experienced a devastating hailstorm. This part of our country is not used to the type of damage done, so our city's residents are still "digging out" from hail the size of tennis balls.

Regarding my auto's cracked front window, I have only been with Safeco a short time, and was very hesitant to file any claim at all. My local branch office suggested I contact the national hotline, to at least have someone look at my damage. I did call, and the most pleasant [customer service representative] stated that I would be placed onto a Mr. Holladay's schedule, which was very convenient to my work hours, and work location.

Mr. Holladay arrived and proceeded to exceed any expectations I might have had by at least 1,000 percent and more. Not only was he very, very thorough in his inspection, but he was also the soul of courtesy and helpful information.

Mr. Holladay took his time, never rushed me, and never appeared to be "too busy" to answer questions. He also expressed a true and most sincere appreciation for what Montana is going through this year...

I found him to be of the utmost assistance, and extremely professional, yet very personable, warm, and genuinely interested in Montanans' welfare. In addition to your rates, and types of superior coverage, now, after my encounter with Mr. Holladay, you may be sure I will continue to be a longtime and most loyal customer. I plan to tell as many people as I know, to switch to Safeco, no matter what.

Please take whatever steps might be needed to insure that Mr. Holladay never leaves your company, because in my world, his level and expertise of customer service is by far the highest standard.

Thank you for your time spent in reading this, Ms. Phifer. I wish you and everyone within Safeco the very best, and cannot thank you enough for Doug Holladay.

A completely satisfied new customer,

Anne B.
Bozeman, Mont.

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