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## FOR IMMEDIATE RELEASE

### Rob Bullock Wins Society Insurance Customer Experience Award

**FOND DU LAC, Wis. (February 15, 2023)** — Rob Bullock recently received the Society Insurance Customer Experience Award in a brief ceremony at the company's corporate headquarters in Fond du Lac. This award is presented quarterly to an employee nominated by his or her colleagues for exceptional efforts in serving Society Insurance policyholders.

In recognition, Society donated \$250 to fund scholarships at Lake Land College (Mattoon, IL) in Bullock's name.

In his role as a user experience designer on the marketing team, Bullock trains a steady customer-centric focus on Society's agent and policyholder portals, ensuring an outstanding experience for agents and businessowners as they complete policy, billing and claim transactions.

Bullock's work to add enhancements and fix issues provided critical assistance during development of the portals, during which he also supervised implementation of a key system update. Customers in Society's three newest states of operation (Colorado, Georgia and Texas) have consistently provided positive feedback on their portal experience.

Drawing on this feedback, Bullock continues to play a key role as Society prepares to introduce its new portal to customers in six legacy states and plan future portal enhancements. The stakes are high in satisfying Society's oldest customers, but Bullock leading the effort in championing customer needs and wants, the company is well-positioned to deliver another excellent customer experience.

**ABOUT SOCIETY INSURANCE:** *Headquartered in Fond du Lac, Wisconsin, Society Insurance has been a leading niche insurance carrier since 1915. Society focuses on the small details that make a big difference to its policyholders while offering top-notch insurance coverage, service and competitive pricing to businesses in Wisconsin, Illinois, Indiana, Iowa, Minnesota, Tennessee, Colorado, Georgia and Texas.*

*Photo caption: Rob Bullock receives the Customer Experience Award from Society Insurance president Heather Boyer.*