

Cigna's Ingrid Lindberg Named 2011 1to1 Customer Champion

BLOOMFIELD, Conn., October 20, 2011 - Cigna Customer Experience Officer Ingrid Lindberg has been named as a 2011 1to1 Customer Champion. Now in its eighth year, the 1to1® Media / Peppers & Rogers Group's Customer Champions program recognizes 15 executives who believe in treating customers in a way that builds loyalty and engagement while driving bottom-line results for their organizations.

Ingrid Lindberg, Cigna's customer experience officer, has been named 2011 1to1 Customer Champion. (Photo: Cigna)

"Ingrid represents the voice of the customer at Cigna, and she and her team have helped build both employee and customer loyalty, which are core to the company's customer-centric strategy," said Martha Rogers, Ph.D., Founder of Peppers & Rogers Group.

This prestigious award follows Cigna's having earned the Silver Award for delivery of an excellent customer experience from the [2010 Gartner & 1to1 Media Customer Relationship Management Excellence Customer Awards](#) and a first place Gold Medal award for an exemplary customer strategy as well as a customer experience excellence award from the [2009 Gartner & 1to1 Customer Awards](#).

Cigna's Customer Experience team has earned national and international recognition for spearheading initiatives to make each interaction simple, easy and helpful for its 66 million customers. These initiatives include the complete revamping of key communications materials - including its customer Explanation of Benefits; launching a "Let's Be Clear" communications campaign; and instituting the first and only 7/24/365 customer call centers in the health service industry for all Cigna's medical, dental and pharmacy health plans.

As a 2011 1to1 Customer Champion, Ms. Lindberg joins an exclusive group of nearly 100 like-minded executives who have been featured as 1to1 Customer Champions over the past seven years. The members participate in webinars, roundtables, and networking events throughout the year to share their winning ideas and educate others about their success.

Stories profiling the 1to1 Customer Champions are featured across 1to1 Media publications, including The October 24th issue of *1to1 Magazine's Weekly Digest* and on www.1to1media.com/links/champions.

About 1to1 Media

1to1 Media is dedicated to helping organizations realize the greatest value from their customer base. We provide resources that deliver relevant information on the latest thought leadership regarding customer strategy and marketplace trends. Our print, electronic and custom publications explore the best practices and trends from companies using customer initiatives to drive results. 1to1 Media is a division of Peppers & Rogers Group.

www.1to1media.com

About Peppers & Rogers Group

Peppers & Rogers Group is a leading management consulting firm, dedicated to helping its clients improve business performance by acquiring, retaining and growing profitable customers. We solve business problems of our clients by delivering a superior 1to1 Strategy and removing the operational and organizational barriers that stand in the way of profitable customer relationships.

www.peppersandrogersgroup.com

About Cigna

Cigna (NYSE: CI) is a global health service and financial company dedicated to helping people improve their health, well-being and sense of security. Cigna Corporation's operating subsidiaries in the United States provide an integrated suite of health services, such as medical, dental, behavioral health, pharmacy and vision care benefits, as well as group life, accident and disability insurance. Cigna offers products and services in 30 countries and jurisdictions and has more than 66 million customer relationships throughout the world. All products and services are provided exclusively by such operating subsidiaries and not by Cigna Corporation. Such operating subsidiaries include Life Insurance Company of North America, Cigna Life Insurance Company of New York, and Connecticut General Life Insurance Company. To learn more about Cigna, visit www.cigna.com. To sign up for email alerts or an RSS feed of company news, log on to <http://newsroom.cigna.com/rss>. Also, follow us on Twitter at [@cigna](https://twitter.com/cigna), visit Cigna's YouTube channel at <http://www.youtube.com/cigna> and listen to Cigna's podcast series with healthy tips and information at <http://www.cigna.com/podcasts> or by searching "Cigna" in iTunes.

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