

## Nationwide ranked Top 2 in the J.D. Power 2024 U.S. Retirement Plan Digital Experience Study<sup>SM</sup>



### Nationwide exceeded the customer satisfaction average for all study drivers: Information/Content, Navigation, Speed, and Visual Appeal

In addition to ranking among the top 2 brands, Nationwide's Overall Satisfaction (OSAT) score of 739 exceeds the industry average by 36 points and increases 55 points from 2023. At a time when only 21% of retirement website and mobile apps are living up to customer expectations for a valuable digital experience, Nationwide's strong performance demonstrates the company's commitment to satisfying their customers.

The *U.S. Retirement Plan Digital Experience Study*, formerly known as the U.S. Retirement Plan Participant Satisfaction Study, measures customer satisfaction across four factors: information/content; navigation; speed; and visual appeal. The study is based on responses of 5,638 retirement plan participants and was fielded from May through July 2024.

#### Nationwide's Factor Score Highlights

FACTOR		INDUSTRY AVERAGE	YOY
Information/Content	730	706	+43
Navigation	742	703	+53
Speed	745	710	+52
Visual Appeal	739	693	+72

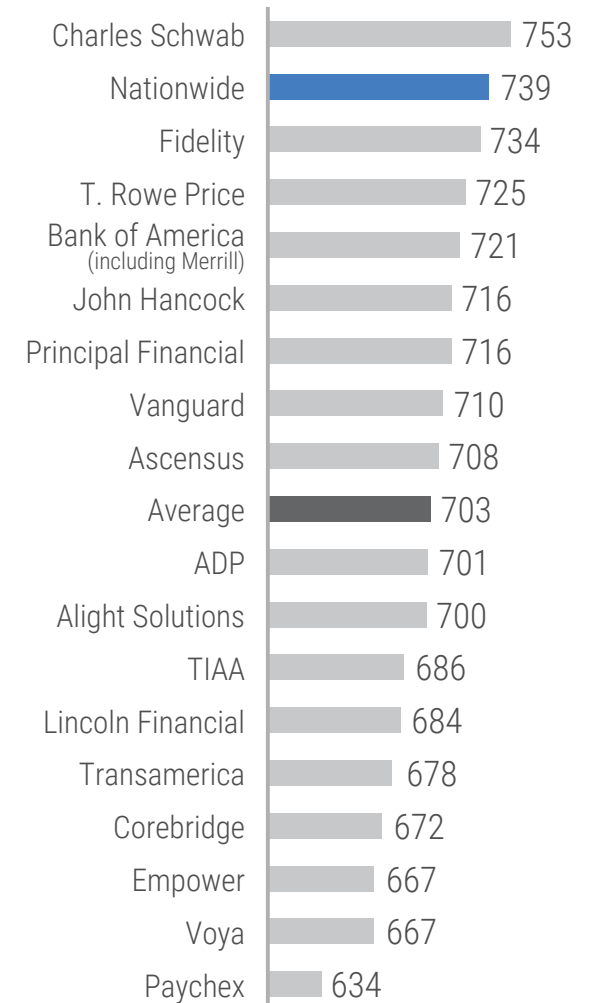


Our "why" is to help more of America's workers prepare for and live in retirement, and our longstanding commitment as a mutual firm is to put our customers first. We strive to provide extraordinary care in every interaction, both digitally and with our people. Our human-to-human service is award winning and this ranking by participants in plans of all types and sizes reinforces that we have the digital experience to match.

**Eric Stevenson,**  
President, Nationwide Retirement Solutions



#### J.D. Power 2024 U.S. Retirement Plan Digital Experience Study<sup>SM</sup> Overall Customer Satisfaction Index Ranking Cross Channel Performance (Satisfaction scores on a 1,000-point scale)



For more information about the J.D. Power the J.D. Power 2024 U.S. Retirement Plan Digital Experience Study<sup>SM</sup> visit <https://www.jdpower.com/business/press-releases/2024-us-retirement-plan-digital-experience-study>.

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