

# **2010 Insurance Complaints and Administrative Actions**

**Office of the Commissioner of Insurance  
State of Wisconsin**

The OCI mission:

Leading the way in informing  
and protecting the public and  
responding to their insurance needs.

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## Complaint Information

The Office of the Commissioner of Insurance (OCI) defines a complaint as “a written communication received by the Commissioner’s Office that indicates dissatisfaction with an insurance company or agent.” There are four categories of contacts: direct response, referrals, requests for information and further investigation complaints. Only the further investigation complaints are used to calculate the ratios used in this report. Referrals involve complaints that are regulated by another jurisdiction such as the federal government. Requests for information are general questions about insurance that do not refer to a specific company or agent. Direct response complaints involve questions that OCI can answer directly without contacting the insurer such as whether a company is licensed or a rate has been filed. Listed below is a summary of the types of complaints filed in 2010.

Direct response	11
Further investigation	4,274
Referrals	1,258
Requests for information	<u>1,857</u>
<b>Total</b>	<b>7,400</b>

Complaints are categorized by both the type of coverage and the reason for the complaint:

### Type of Coverage

Auto	780
Property and Casualty	1,573
Accident and Health	3,212
Life	463
Annuities	160

### Complaint Reasons

Underwriting	786
Marketing and Sales	715
Claim Handling	3,695
Policyholder Service	723
Other	342

### Amounts Recovered for Complainants

2010	\$5,111,366
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**Note:** There may be more than one type of insurance and more than one reason involved in each complaint.

## Administrative Actions

All complaints are investigated to determine if any Wisconsin laws have been violated. In cases of serious violations administrative actions are taken.

The following administrative actions were taken in 2010.

### Companies

Total Number of Actions	59
Forfeitures Demanded	\$2,185,136

### Agents

Licenses Denied	218
Licenses Revoked	106
Licenses Surrendered	2
Licenses Suspended	2
Total Number of Actions	337
Forfeitures Demanded	\$107,250

## Complaint Summaries

The Complaint Summaries are prepared annually by OCI to provide more information to consumers. The lists include companies with 5 or more complaints received in 2010 in relation to the premiums the company wrote in Wisconsin in 2009. Only companies with an above-average ratio of complaints per \$100,000 of premium volume appear on the list. Complaints against agents are assigned to the company that the agent represents.

After determining that an insurance product is suitable for their needs, consumers should consider the following items before selecting an insurer:

- Cost;
- The company’s reputation for claims payment and customer service; and
- The competence of agents.

The number of complaints about a company is a limited, although useful, measuring device in the insurance selection process.

The number of complaints does not reflect the office's final determination on whether there has been a violation of the law. However, even when complaints do not involve violations of law, they may indicate something about company communications with policyholders, deficiencies in policy design (i.e., "too much fine print"), or agent training. The office receives many complaints that involve factual disputes where, in the absence of a court determination, definitive judgments on the factual dispute and violations of law cannot be made.

Consumers having problems with their insurance should first contact the agent and/or company involved. If they are unable to settle the problem at that level, they are encouraged to contact the Insurance Commissioner's Office.

**For information on how to file an  
insurance complaint call:**

**Telephone Message System  
INSURANCE COMPLAINT HOTLINE**

**1-800-236-8517 (Outside Madison)**

**266-0103 (Madison)**

**or visit the OCI Web site at:  
[oci.wi.gov](http://oci.wi.gov)**



## 2010 Complaint Summary Homeowner's, Farmowner's and Tenant's Insurance

This list is comprised of all companies with a premium volume of at least \$1 million, 5 or more complaints in 2010, and a complaint ratio above the average. The Wisconsin average is .05 complaints/\$100,000 of written premium for all homeowners and tenants business in the state.

Ranking	Name of Insurance Company	Number of Complaints 2010	Premiums Written 2009	Ratio	Rank 2009*
1	PARTNERS MUTUAL INS CO	11	\$ 5,989,200	0.18	6
2	HARTFORD INS CO OF THE MIDWEST	5	2,899,900	0.17	NL
3	FARMERS INS EXCHANGE	19	11,096,000	0.17	2
4	ALLSTATE INS CO	21	14,220,600	0.15	5
5	HOMESITE INS CO	6	4,298,800	0.14	1
6	SAFECO INS CO OF AMERICA	6	4,921,700	0.12	NL
7	FOREMOST INS CO	10	8,560,400	0.12	NL
8	AUTO CLUB INS ASSOC	19	18,104,700	0.10	7
9	METROPOLITAN PROPERTY & CASUALTY INS CO	6	5,748,200	0.10	NL
10	SENTRY INS A MUTUAL CO	14	14,139,900	0.09	4
11	BADGER MUTUAL INS CO	12	15,936,500	0.08	8
12	MT MORRIS MUTUAL INS CO	6	9,561,600	0.06	NL
13	ALLSTATE PROPERTY & CASUALTY INS CO	9	14,347,200	0.06	9
14	WISCONSIN MUTUAL INS CO	12	19,467,300	0.06	10
15	STATE AUTO INS CO OF WISCONSIN	6	10,874,900	0.06	3

\* NL = Not listed in 2009.



## 2010 Complaint Summary Automobile Insurance

This list is comprised of all companies with a premium volume of at least \$1 million, 5 or more complaints in 2010, and a complaint ratio above the average. The Wisconsin average is .03 complaints/\$100,000 of written premium for all automobile business in the state.

Ranking	Name of Insurance Company	Number of Complaints 2010	Premiums Written 2009	Ratio	Rank 2009*
1	ICM INS CO	5	\$ 2,737,700	0.18	2
2	21ST CENTURY CENTENNIAL INS CO	6	3,915,400	0.15	3
3	BRISTOL WEST INS CO	15	10,684,100	0.14	5
4	AUTO CLUB GROUP INS CO	6	4,395,900	0.14	NL
5	VIKING INS CO OF WI	11	8,996,600	0.12	NL
6	INTEGRITY PROPERTY & CAS INS CO	5	5,227,200	0.10	NL
7	TWIN CITY FIRE INS CO	6	6,471,800	0.09	NL
8	ALLSTATE INS CO	27	33,676,000	0.08	8
9	SENTRY INS A MUTUAL CO	14	21,273,300	0.07	4
10	DAIRYLAND INS CO	6	8,631,900	0.07	NL
11	ERIE INS EXCHANGE	19	29,755,200	0.06	16
12	USAA CASUALTY INS CO	6	10,071,700	0.06	9
13	GOVERNMENT EMPLOYEES INS CO	5	8,928,100	0.06	NL
14	PROPERTY & CASUALTY INS CO OF HARTFORD	5	8,983,500	0.06	NL
15	GEICO INDEMNITY CO	8	15,995,700	0.05	6
16	INTEGRITY MUTUAL INS CO	7	14,806,900	0.05	15
17	GENERAL CASUALTY CO OF WI	13	33,577,100	0.04	13
18	AUTO CLUB INS ASSOC	17	44,916,100	0.04	11
19	BADGER MUTUAL INS CO	9	24,215,600	0.04	14
20	GEICO GENERAL INS CO	10	26,917,000	0.04	10
21	FARMERS INS EXCHANGE	16	44,879,200	0.04	17
22	WISCONSIN MUTUAL INS CO	12	33,987,800	0.04	NL

\* NL = Not listed in 2009.



## 2010 Complaint Summary Life and Annuities Insurance

This list is comprised of all companies with a premium volume of at least \$1 million, 5 or more complaints in 2010, and a complaint ratio above the average. The Wisconsin average is .01 complaints/\$100,000 of written premium for all life and annuities business in the state.

Ranking	Name of Insurance Company	Number of Complaints 2010	Premiums Written 2009	Ratio	Rank 2009*
1	UNITED STATES LIFE INS CO IN THE CITY OF NEW YORK THE	14	1,558,300	0.90	NL
2	WASHINGTON NATIONAL INS CO	9	1,807,500	0.50	6
3	COMBINED INS CO OF AMER	5	1,437,500	0.35	NL
4	UNITED INS CO OF AMERICA	6	2,038,300	0.29	1
5	GLOBE LIFE & ACCIDENT INS CO	17	7,468,500	0.23	4
6	CONSECO LIFE INS CO	6	3,541,600	0.17	2
7	BANKERS LIFE & CASUALTY CO	33	44,744,700	0.07	7
8	REASSURE AMERICA LIFE INS CO	7	14,772,000	0.05	8
9	AMERICAN INCOME LIFE INS CO	5	15,816,900	0.03	NL
10	GREAT AMERICAN LIFE INS CO	5	23,243,100	0.02	NL
11	PROTECTIVE LIFE INS CO	12	57,215,600	0.02	NL
12	AMERICAN GENERAL LIFE INS CO	9	54,197,300	0.02	12

\* NL = Not listed in 2009.



## 2010 Complaint Summary Individual Accident and Health Insurance

This list is comprised of all companies with a premium volume of at least \$1 million, 5 or more complaints in 2010, and a complaint ratio above the average. The Wisconsin average is .03 complaints/\$100,000 of written premium for all individual accident and health business in the state.

Ranking	Name of Insurance Company	Number of Complaints 2010	Premiums Written 2009	Ratio	Rank 2009*
1	CONTINENTAL CASUALTY CO	19	\$ 7,657,900	0.25	8
2	CONTINENTAL GENERAL INS CO	5	2,556,800	0.20	NL
3	WPS HEALTH PLAN INC	14	7,927,400	0.18	4
4	UNITED OF OMAHA LIFE INS CO	11	6,362,100	0.17	NL
5	AMERICAN COMMUNITY MUTUAL INS CO	9	5,896,300	0.15	1
6	ADMIRAL LIFE INS CO OF AMERICA	6	5,930,200	0.10	NL
7	GUARANTEE TRUST LIFE INS CO	6	6,131,500	0.10	NL
8	BANKERS LIFE & CASUALTY CO	36	39,153,300	0.09	5
9	ALLIANZ LIFE INS CO OF NORTH AMERICA	6	7,009,500	0.09	NL
10	UNUM LIFE INS CO OF AMERICA	5	5,917,800	0.08	7
11	NATIONAL STATES INS CO	8	9,880,300	0.08	3
12	AMERICAN REPUBLIC INS CO	13	16,573,600	0.08	15
13	COMBINED INS CO OF AMER	14	18,777,800	0.07	11
14	AMERICAN HERITAGE LIFE INS CO	5	9,604,200	0.05	NL
15	BLUE CROSS BLUE SHIELD OF WI	74	147,595,200	0.05	9
16	PHYSICIANS MUTUAL INS CO	14	29,378,500	0.05	NL
17	MUTUAL OF OMAHA INS. CO.	5	11,856,000	0.04	NL
18	TRANSAMERICA LIFE INS CO	5	13,948,500	0.04	NL

\* NL = Not listed in 2009.



## 2010 Complaint Summary Group Accident and Health Insurance

This list is comprised of all companies with a premium volume of at least \$1 million, 5 or more complaints in 2010, and a complaint ratio above the average. The Wisconsin average is .01 complaints/\$100,000 of written premium for all group accident and health business in the state.

Ranking	Name of Insurance Company	Number of Complaints 2010	Premiums Written 2009	Ratio	Rank 2009*
1	AMERICAN MEDICAL & LIFE INS CO	17	\$ 1,971,800	0.86	1
2	NATIONAL GUARDIAN LIFE INS CO	27	3,269,500	0.83	NL
3	LIFE INS CO OF NORTH AMERICA	16	9,993,400	0.16	4
4	BLUE CROSS BLUE SHIELD OF WI	121	109,255,000	0.11	3
5	MEGA LIFE & HEALTH INS CO THE	16	20,998,300	0.08	2
6	GOLDEN RULE INS CO	38	57,529,700	0.07	6
7	TIME INS CO	26	50,435,700	0.05	5
8	EPIC LIFE INS CO THE	5	10,017,300	0.05	NL
9	TRILOGY HEALTH INS INC	7	20,599,900	0.03	NL
10	LINCOLN NATIONAL LIFE INS CO THE	7	25,778,200	0.03	11
11	CONNECTICUT GENERAL LIFE INS CO	6	22,110,600	0.03	NL
12	UNITEDHEALTHCARE OF WISC INC	30	119,380,700	0.03	NL
13	AMERITAS LIFE INS CORP	5	20,249,400	0.02	NL
14	AETNA LIFE INS CO	14	62,788,000	0.02	NL
15	MADISON NATIONAL LIFE INS CO INC	5	22,682,000	0.02	NL
16	HUMANA WISCONSIN HEALTH ORGANIZATION INS CORP	54	250,892,100	0.02	10
17	FEDERATED MUTUAL INS CO	6	31,449,900	0.02	NL
18	WISCONSIN PHYSICIANS SERVICE INS CORP	49	266,216,400	0.02	NL
19	HUMANA INS CO	35	199,216,100	0.02	NL
20	UNITEDHEALTHCARE INS CO	190	1,103,540,700	0.02	NL

\* NL = Not listed in 2009.

The Office of the Commissioner of Insurance does not discriminate on the basis of race, color, national origin, sex, religion, age, or disability in employment or the provision of services.