



Robert DiMuccio, CEO of Amica Mutual Insurance, Talks About Doing the Right Thing on The CEO Show with Robert Reiss

Ridgefield, CT, June 07, 2008 --(PR.com)-- Robert DiMuccio, CEO of Amica Mutual Insurance, talks on the CEO Show with Robert Reiss about doing the right thing and the Amica culture that assures that customers are treated with compassion and respect. DiMuccio describes how Amica employees are given the latitude to treat customers, their policyholders, like they would like to be treated themselves and contains examples describing relationships with customers.

Amica is not just good at treating customers, it's great as evidenced in the J.D. Powers and Associates' repeated ratings as "highest in customer satisfaction" among national insurers in both the auto and homeowner categories. No wonder, as DiMuccio explains to Reiss, Amica's "customer service is the accumulation of hundreds of thousands of things our representatives do every day." Its record is not the result of some secret or special technology: It's about "compassion" and about "caring".

Reiss's interview with DiMuccio includes several vignettes expressing the character of the Amica CEO as well as the culture of the company. The interview was broadcast nationally on May 18, 2008 and can be heard in its entirety, commercial free from the website: www.theCEOshowOnline.com

Amica Mutual Insurance Company, the nation's oldest mutual insurer of automobiles, was founded in 1907. The company is a national writer of automobile, homeowners, marine, and personal umbrella liability insurance. Amica Life Insurance Company, a wholly owned subsidiary, offers a full range of life insurance products. Headquartered in Lincoln, Rhode Island, Amica employs more than 3,000 people in 39 offices across the country. Information about the company can be found online at: www.amica.com

Background

The CEO Show is the only nationally syndicated radio show to feature top CEOs who have reinvented industry through new customer service models. It is syndicated by Business Talk Radio Network out of 38 cities with 600,000 weekly listeners.

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