

Farmers Insurance® Names Melissa Joye Chief Customer Experience Officer

WOODLAND HILLS, Calif., April 18, 2017 /PRNewswire/ -- Farmers Insurance, one of the largest multiline insurer groups in the country, today announced Melissa Joye has joined the organization as Chief Customer Experience Officer effective April 12, 2017.

The newly created position within the Farmers® organization will help define and implement an enterprise-wide customer experience vision to help drive customer loyalty, retention, and create a truly differentiated experience for customers.

"Improving the customer experience begins with a greater understanding of how and when the customer chooses to interact with a brand," said Mike Linton, chief marketing officer for Farmers Insurance. "Melissa brings a wealth of knowledge and expertise that will benefit Farmers, and more importantly, our customers."

Joye comes to Farmers from American Express where she served as vice president of the strategic planning group that helped drive thought leadership of cross-functional projects. Prior to that, she served as a principal at Bain & Company, in addition to other roles throughout the years with other prominent business management and financial service organizations. Joye holds a bachelor's of science degree from Duke University, and a master's of business administration from The Wharton School at the University of Pennsylvania.

"It's a privilege to join such a well-respected organization like Farmers Insurance," said Joye. "I look forward to expanding upon the rich 89-year history of Farmers providing exceptional service to customers by building greater differentiation, encouraging brand loyalty and exploring new, engaging user experiences."

About Farmers Insurance

"Farmers Insurance®" and "Farmers®" are tradenames for a group of affiliated insurers providing insurance for automobiles, homes and small businesses and a wide range of other insurance and financial services and products. Farmers Insurance is proud to serve more than 10 million households with over 19 million individual policies, across all 50 states, through the efforts of more than 48,000 exclusive and independent agents and approximately 21,000 employees. Farmers Insurance Exchange®, the largest of the three primary insurance insurers that make up Farmers Insurance, is recognized as one of the largest U.S. companies on the 2016 Fortune 500 list. For more information about Farmers Insurance, visit Farmers.com, Twitter and Instagram, @WeAreFarmers, or Facebook.com/FarmersInsurance.

Contact:	Media Relations
	Farmers Insurance
	818-965-0007
	mediarelations@farmersinsurance.com

SOURCE Farmers Insurance

<https://newsroom.farmers.com/2017-04-18-Farmers-Insurance-R-Names-Melissa-Joye-Chief-Customer-Experience-Officer>