



Service is our business

At Equitable, great service is what we do best. You get a dedicated service team, access to knowledgeable people who can answer your questions quickly, and fast, accurate claims adjudication.

Dedicated, local plan administrator support

Your dedicated local Field Service Team will provide you with personalized service and support. This team is your go-to for any questions – large or small – about your group benefits plan. They take the time to get to know you and your unique business needs.

One-call resolution

When your plan members call us, they'll be helped by one of our knowledgeable team members. We take the time to listen and understand your members' questions. And we explain their benefits coverage in terms they can understand. As a result, most inquiries are addressed in just one call.

Fast and accurate claims adjudication

We have an accuracy rate of greater than 99% for claim adjudication and payments through our rules-based claim adjudication system and our dedicated claims team.

Top marks for service

Equitable received high marks for service in a recent survey of Canadian group benefits providers conducted by NMG Consulting for its 2024 Canadian Group Benefits Study¹:

Category	Ranking
Service to brokers and advisors	1 st
Service to plan sponsors	1 st
Quality and responsiveness of processing and plan administration	1 st

¹ 2024 NMG Canadian Group Benefits Stud.
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What our clients say

“We have used Equitable for our group benefits plan for several years and have been very satisfied with both the coverage and the level of customer service and quick response. The team at Equitable has always been professional, friendly and easy to deal with.”

-Natalie Meyers, Plan Administrator, Hartrans Cartage Services