



Selective Chooses Accenture as its Customer Relationship Management Service Provider

NEW YORK – June 7, 2016 – Accenture (NYSE: ACN) has been chosen by Selective Insurance Company of America (Selective), a subsidiary of Selective Insurance Group, Inc. (NASDAQ: SIGI), as its strategic Customer Relationship Management (CRM) service provider to help elevate the company's customer service capabilities.

As part of this program, Accenture will conduct an assessment of Selective's customer relationship management practices and technologies, design a future CRM vision, help identify the right technology solution, and develop an implementation road map and business case. The goal is to enhance the company's customer experience, provide a holistic view of the customer, streamline customer and agent service capabilities and enable business growth objectives.

"At Selective, *Response is everything*[®] and we are committed to responding to the needs of our customers with a superior level of service," said Rohit Mull, senior vice president, Chief Marketing Officer, Selective. "In the spirit of continuous improvement, we are reimagining the customer experience to ensure we meet and exceed customers' changing expectations. By leveraging Accenture's proficiencies in customer experience practices, we expect to better assess our needs, identify gaps in our current infrastructure and identify best practices in customer-centricity that support our vision to deliver high-tech, high-touch insurance solutions to customers and independent insurance agents."

"Driven by technology innovations in their everyday lives, consumers' expectations of insurance providers are higher than ever," said Carlos A. Lugo, managing director and digital practice lead, Insurance North America, Accenture. "To succeed in today's competitive environment, insurers need to reconsider how they serve customers so that they become truly customer-centric organizations. We are pleased to have been chosen by Selective to work on this strategically important initiative."

About Selective Insurance Group, Inc.

Selective Insurance Group, Inc. is a holding company for 10 property and casualty insurance companies rated "A" (Excellent) by A.M. Best. Through independent agents, the insurance companies offer standard and specialty insurance for commercial and personal risks, and flood insurance underwritten by the National Flood Insurance Program. Visit us at www.Selective.com.

About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world's largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 373,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

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