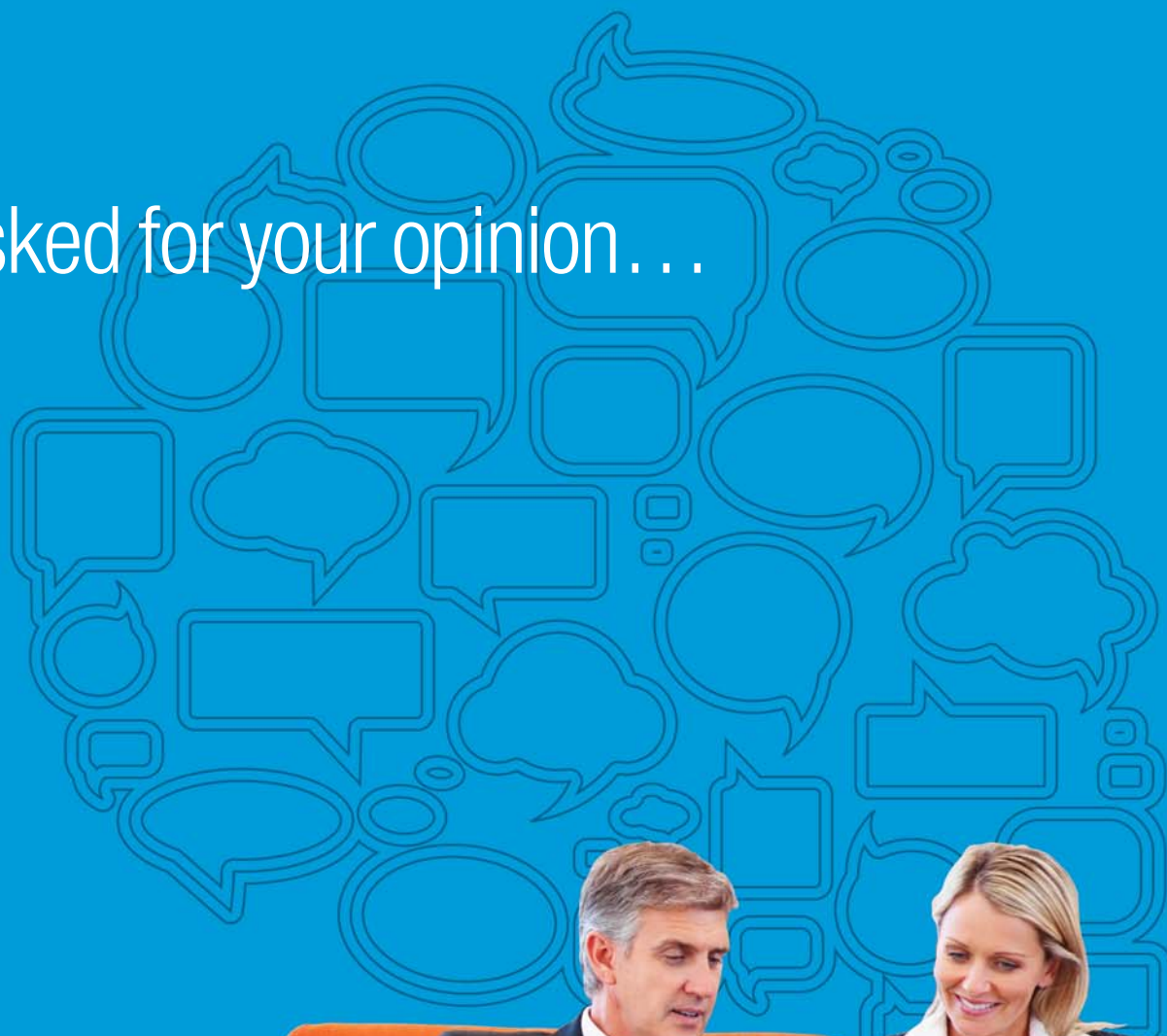


The **co-operative** bank
good with money

Corporate Banking Customer Satisfaction Survey 2011

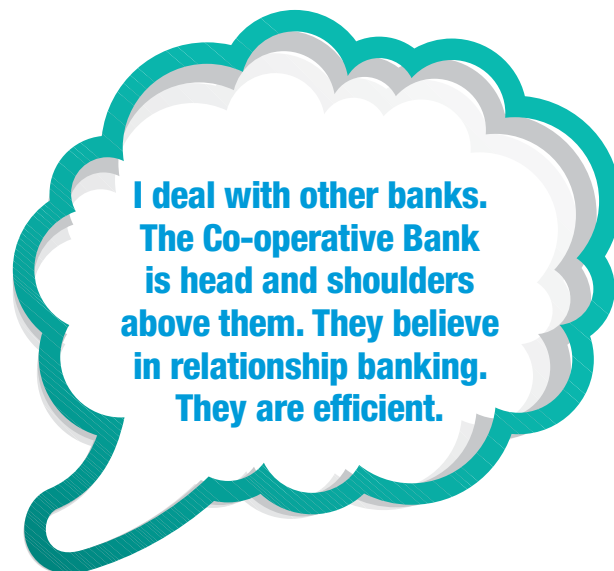
We asked for your opinion...



...and you told us what you thought.

This year's Customer Satisfaction Survey shows an improvement in overall satisfaction over the last 12 months. But more importantly, it also helps us to identify areas where we still have room for improvement.

Every year, for the past 12 years, we've asked our customers for their feedback on every aspect of the service we provide. This gives us valuable information on how we compare to our competitors in the corporate banking market place, which areas we excel in and which areas we need to work on. This year, independent researchers The Leadership Factor interviewed 547 randomly selected corporate banking customers on our behalf. Now those results have been collated, reviewed and summarised.



Mr. T. Banks,
Financial Director,
Octagon Developments

The survey results have identified key areas where we have continued to do well, some of which are market leading: our overall satisfaction index has risen by 1.3%, from **84.9%** last year to **86.2%** this year. This puts us in the top 17% of companies across the UK for customer satisfaction*. It also represents a year-on-year improvement trend in satisfaction that we believe is due to the fact that we listen and respond to our customers' comments and criticisms.

This year, our customers feel that:

- **we understand their businesses**
- **we offer excellent personal service**
- **we offer sensible business solutions in a difficult economy**
- **we keep our promises**
- **we're easy to do business with**
- **we're up-front and honest in our dealings with them.**

Mr. D. C. L. Moorhouse,
Director, Watchweb Ltd



Mr. P. Chopping,
Director, Oxford Homes



From results to action...

Each year we look in detail at the results of the Customer Satisfaction Survey to see what has worked for our customers and where services could be enhanced. In this way, we are able to assess how the measures we took as a result of last year's survey are performing.

Where we've improved

As well as an overall improved score, we're happy to report that satisfaction has also gone up in the majority of individual sectors. Furthermore, in comparison to our financial service competitors, we are performing above average in 20 out of 31 satisfaction ratings, particularly strongly in the accuracy of data and processing and the expertise and commitment of our Relationship Managers. Furthermore, our Relationship Account Support Telephony Team achieved improved scores in three out of four areas measured.

One of the most important aspects of our business is the relationship we build with our customers. Our Relationship Managers are dedicated to offering our customers a highly personalised banking service and we know from these surveys that this is something our clients place a high value on. This year's figures continue to reflect that relationships are at the core of our business:

- **91%** find it easy to contact their Relationship Manager
- **92%** find their Relationship Manager helpful
- **91%** are happy with their Relationship Manager's expertise
- **87%** are happy with their Relationship Manager's decision making authority and ability
- **91%** feel that their Relationship Manager keeps promises and commitments
- **89%** feel that their Relationship Manager understands their organisation
- more than **80%** of our customers are extremely likely to recommend us to others.

THE BANK IS WITHIN THE TOP **31%** OF FINANCIAL SERVICES COMPANIES*



BETTER
THAN LAST YEAR



The personal contact I get is very good, much better than any contact I get with other banks.

Ms. C. E. Walker,
Director,
Calgarth Properties

Continuing to enhance our service

Each year our Customer Satisfaction Survey sheds light on some areas where there is still room for improvement.

Last year, our customers were unhappy about the complexity of our account Change of Signatories process. As a result we undertook a full review of it and we have started to implement changes that we are confident will feed through to next year's survey. Also, as more customers are coming on-line with our upgraded Financial Director facility, we have seen higher satisfaction scores for online banking this year. A programme of work is now underway to introduce further enhancements throughout 2012.

Respondents' answers to the 2011 survey are now being used to identify new areas for targeted improvement. Although our complaint handling scores are among the best in the financial services sector, we still feel that there is more to be done here. Other areas we will be looking at include keeping customers informed of progress when they have an ongoing enquiry and online reliability.

Our most valuable asset...

...is our customers. That's why the annual Customer Satisfaction Survey is so important to us. It's your chance to tell us where we're doing well and where you have concerns and it's our chance to show you how much we value our relationship with you.



Thank you
for your input.

good with money

Acquisitions

Charity & social enterprise banking

PFI/PPP

Property finance

Public sector

Relationship banking

Renewables/carbon reduction finance

Syndicated finance

Treasury services

Ethics as standard



**Want to find
out more?**

We're always happy to answer questions about the products and services we offer so feel free to contact us.

For more information
0800 587 2864
co-operativebank.co.uk/corporate

Please call 08457 654 654 if you would like to receive this information in an alternative format such as large print, audio or Braille.

The Customer Satisfaction Survey 2011 was conducted by independent research agency The Leadership Factor. A random sample of 547 corporate customers were interviewed in September 2011 about the levels of service they receive from The Co-operative Bank. *Source data: The Leadership Factor's database of survey results.

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