

# Customer Satisfaction Survey

## New savings accounts

In our continual efforts to improve the range and quality of the services we provide, it would be appreciated if you could please let us have an honest opinion on your experience with the Society. We would like to know how successful you think we have been in meeting your needs and are very interested in learning of those areas in which you believe we have room for improvement. Your opinion is very important to us.

This survey only takes a few moments to complete and once done you can simply return it to us in the enclosed pre-paid envelope.

And by completing the survey, you are also helping a worthy cause as for each one we receive back we will make a donation of £3 to our nominated Charity for this year.

### Why did you choose Earl Shilton Building Society to save with?

- Good reputation
- I use other ESBS services
- Personal recommendation
- Convenience
- Personal service
- Other (please specify).....

### Name of account type opened?

.....

### Why did you choose this particular product? (tick all that apply)

- Interest rate
- Tax-free interest
- Do not need instant access
- Instant access
- Regular means of saving
- Other (please specify) .....

### How did you understand the process and information provided?

- Fully understood
- Reasonably understood
- Some parts did not understand
- Mostly not understood
- How can we improve your understanding? .....

### How long did it take us to open your account and forward the passbook?

- Do you regard this as being
- Satisfactory
  - Unsatisfactory
- If unsatisfactory, were you made aware of the reason for the delay?
- Yes  No

### Do you know the name of the person you were talking to?

- Yes  No

### What did you particularly like about how staff handled your application? (please tick all that apply)

- Friendliness
- Efficiency
- Clarity of explanations

### Was there anything you did not like? (please specify)

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### How could we have improved the service you received? (please specify)

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### Why did you choose the Society over other local organisations?

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### Have you visited one of the Society's branches?

- Yes  No

### If Yes, how often?

- Weekly
- Monthly
- Half yearly
- Annually
- Less often than annually

Also if Yes, please let us know what more our branches should offer

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### Also, would you be prepared to be a case study should the press request one that fits your circumstances?

- Yes  No

(If so, then you will be contacted at the time by the Society and you have the right to change your mind) If yes, best contact number

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### Would you recommend the Society to others?

- Yes  No

### Thank you for taking the time to participate in this survey.

All personal information provided by you on this form will be held in confidence and will only be disclosed if you choose to agree that we can share your comments for a testimonial on our website, social media channels or on other marketing material.