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Members Equity Bank has Australia's happiest banking customers

Members Equity Bank (MEB) customers are happier with and more likely to recommend MEB's services to their family and friends than customers of any other Australian bank, according to the most recent CoreData Survey, Net Promoter Score (NPS).

MEB received the highest result with a NPS of + 61.6 compared to negative scores for:

Westpac	-28.8
ANZ	-32.3
CBA	-39.7
St George	- 40.0
NAB	- 60.5

The Net Promoter Score, a survey of client satisfaction, is determined by taking the percentage of "promoters" who are highly likely to recommend the product or service, and subtracting the percentage of "detractors" who are unlikely to recommend.

Tony Beck, Head of Corporate Affairs, said MEB is pleased to be recognised as having the highest Net Promoter Score.

"Net Promoter Score is concerned with customer satisfaction and we are pleased this award confirms that MEB is so highly regarded by its customers," he said.

"Members Equity Bank was established to provide working Australians with a fair deal; a competitive product and excellent customer service," he said.

"Members Equity Bank prides itself on its local, in-house National Customer Contact Centre and Mobile Banking Managers around the country; our front line staff are highly trained. MEB understands modern families require convenient, high quality service and communication directly with people, not automated, outsourced services.

"Our Mobile Banking Managers visit customers at home or in their workplace whenever it's convenient for them. Our contact centre is available from 8am - 8pm Monday to Friday and from 9am - 5pm Saturdays (EST). We know our customers prefer talking with real people at the other end of the phone.

"Now that the Federal Government has guaranteed deposits in all Australian banks, customers can now demand more from a bank than security. As the Net Promoter Score shows, Members Equity Bank is a real alternative to the big banks. Not only are deposits safe, customers also get award winning products, low fees and excellent customer services."

Members Equity Bank, which is owned by 37 Industry Super Funds, is a multiple award winner, also winning the Australian Financial Review's SMILES award for customer service 2008.

Tony Beck
Head of Corporate and Social Responsibility
Members Equity Bank 03 9605 6011