

The Hanley Customer Satisfaction Survey September 2009

'Customer View'

Feedback & Action Plan

92% of our customers would recommend us to their friends!

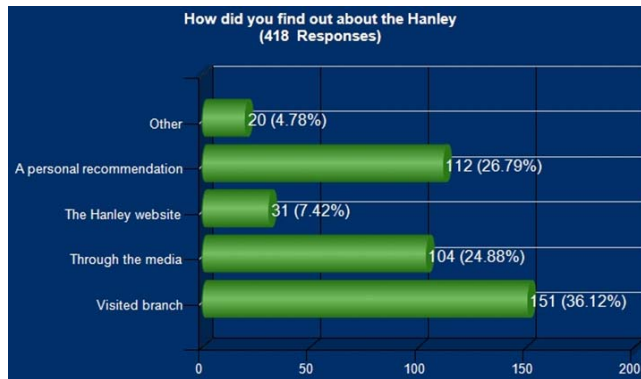


In June this year, 18000 copies of 'Inside the Hanley' were sent out and a total of 418 customer feedback forms were returned, of which 391 came from existing customers. This represents a very positive 2.3% return, compared to an industry average of approx 1%.

The questions were designed to help us understand who our customer are, how they find and contact us, how they rate the level of service received and what they want from us in the future.

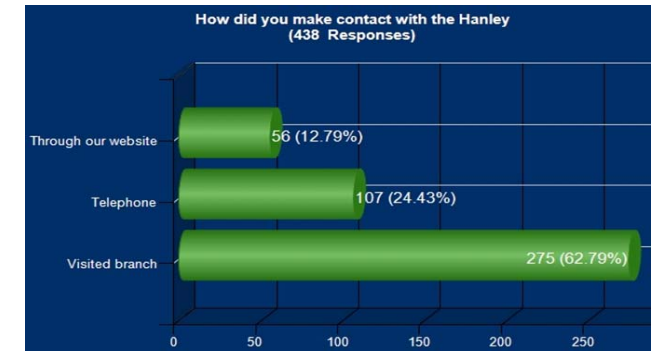
How did you find out about the Hanley?

Visited Branch	36.12%
Personal recommendation	26.79%
Through Media	24.88%
Through our website	7.42%



How did you make contact with the Hanley?

Branch Visit	62.92%
By Telephone	24.64%
Through the website	12.44%



The feedback form asked participants whether they agreed or disagreed with specific statements. We achieved a very impressive average score of approximately 93% on customer service, the highlights being:

I receive an excellent level of service from the Hanley

96.16% Agreed

The Hanley has an excellent range of products

89.25% Agreed

I am pleased with the speed and service I receive from The Hanley

96.42% Agreed

I receive a better quality of service from The Hanley when compared to other banks or building societies

88.49% Agreed

Overall I am very satisfied with the service I receive from The Hanley?

95.65% Agreed

I would recommend The Hanley to others

92.07% Agreed

We also asked customers to tell us if they wanted us to contact them about our products and services; if so, which ones, and how they'd like us to do this.

In all, 155 customers (39.64%) said they would like us to contact them.

Areas of specific interest are:

General savings	72.38%
Tax free savings	40.33%
Household Insurance	22.65%
IFA Services	12.71%
Mortgages	6.63%
Life Cover	6.08%

In terms of how we contact our customers, almost 60% said they'd prefer to be contacted by post, but surprisingly, more customers preferred e-mail contact (11.24%) to telephone contact (8.85%).

Customer Feedback, you said:

You'd appreciate regular updates and information about your accounts...

- ✓ *We launched the new Hanley E-zine - an electronic newsletter sent out on a monthly basis covering a range of current topical issues. To subscribe just let us have your e-mail address.*
- ✓ *We are looking to expand our range of online services in line with your requirements.*

You prefer product information in 'Plain English'...

- ✓ *Over the next few months, as part of our 'Treating Customers Fairly' commitment, we will review all kinds of society communication to ensure that they are clear and transparent for all our customers.*

You want to be able to contact us outside the normal 9-5 window...

- ✓ *You can contact us 6 days a week, until at least 6pm on week days and until 4pm on a Saturday and you can visit our website 24*

hours a day, 365 days a year at www.thehanley.co.uk

You want competitive interest rates on your investment and mortgage accounts.

- ✓ *As a mutual we are committed to reviewing interest rates regularly against market trends and our competitors rates, and we strive to provide competitive rates on our entire product range for the benefit of all our members.*

Customer Satisfaction Surveys are an integral part of how The Hanley demonstrates that we treat our customers fairly. Without your feedback we would be unable to achieve this.



www.thehanley.co.uk

~ The Hanley ~

Demonstrating Continuous Improvement Year on Year

This document is based on feedback received from our customers during 2009 and was prepared for you by Nicola Wilson & Shirley Johnson