



# Stable Customer Satisfaction Ratings for Co-op Bank 2016 Audit of Customer Service Charter

On aggregate Co-op Bank's customers have affirmed their high level of satisfaction with the Bank. This is so despite a rapidly growing customer base which placed increased pressures on its resources in recent times.

This is confirmed by 2016 audit of the Bank's Customer Service Charter.

Launched in 2011, the Customer Service Charter publicizes the Bank's commitment to provide superior service to all customers.

The Charter is a firm demonstration of Co-op Bank's commitment to always maintain a high standard in satisfying the financial needs of customers; and to ensure that we deliver an exceptional experience whenever customers transact business with the Bank.

An audit of the Charter was conducted in 2016, by Independent Auditors, PKF Chartered Accountants & Business Advisers, and their report is outlined below.

## Customer Charter Performance Report

We have audited the Customer Service Charter of the Grenada Co-operative Bank Limited and submit our summarized report as follows.

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Published: June

Auditor: PKF



chartered accountants  
& business advisers

### 1. Overall Customer Satisfaction

Promise/standard	Performance
Satisfied with the Bank	64%
Somewhat satisfied with the Bank	31%
Somewhat dissatisfied with the Bank	3%
Very dissatisfied	2%

### 2. Telephone Experience

Promise/Standard	Performance
Call answered in 3 rings	58%
Customer Service Rep. Courteous and helpful	94%
Question/Problem handled satisfactorily	88%

### 3. Banking Facilities

Promise/Standard	Performance
Adequate Signage with clear Directions	92%
Personal Information and Privacy	86%
Safe and secure environment	93%
Suited to persons with special needs	72%

#### 4. Staff Attributes

Promise/Standard	Performance
Friendly and courteous	90%
Exhibits Good knowledge of Bank's products	85%
Responsive to customer needs	80%
Efficient service	68%
Treats customers as valued customers	75%
Professional appearance	89%
High level of integrity	86%

#### 5. Account Opening Procedures

Promise/Standard	Performance
Fees, charges, interest and penalties clearly explained	81%
Application form simple and easy to understand	97%
Loan application process simple, quick and easy?	72%
Products advertised in information brochures	81%

#### 6. Loan Processing

Promise	Standard	Performance
Retail Loans	Response within 2 business days	57%
Mortgage Loan	Response within 3 business days	38%
Commercial Loan	Response within 3 business days	51%
Attractive interest rates		58%
Affordable loan fees		76%

#### 7. Electronic Banking Services

Promise/standard	Performance
ATM – Target 95 % available	76%
Credit Card Enquiries Phone Service – target 100 % available	84%
Prompt response to Bank's Hotline – Target 100% Available	84%
Convenient location of ATMs	85%

#### 8. Complaints Handling

Promise/standard	Performance
Complaints dealt with within two hours	50%
CSR resolution of issue within five working days	71%
Communication received on outstanding issues	32%