



Stable Customer Satisfaction Ratings for Co-op Bank 2017 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 2017 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 us.

An audit of the Charter was conducted in 2017, by Independent Auditors, PKF Chartered Accountants & Business Advisers, and their report is outlined below.

Customer Charter Performance Summary Report

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

Report #: 001
Year: 2016/17
Published: June 2017
Auditor: PKF



chartered accountants
& business advisers

1. Overall Customer Satisfaction

Promise/standard	Performance
Satisfied with the Bank	65%
Somewhat satisfied with the Bank	28%
Somewhat dissatisfied with the Bank	5%
Very dissatisfied	2%

2. Telephone Experience

Promise/Standard	Performance
Call answered in 3 rings	59%
Customer Service Rep. Courteous and helpful	94%
Question/Problem handled satisfactorily	83%

3. Banking Facilities

Promise/Standard	Performance
Adequate Signage with clear Directions	92%
Personal Information and Privacy	84%
Safe and secure environment	94%
Suited to persons with special needs	67%

4. Staff Attributes

Promise/Standard	Performance
Friendly and courteous	91%
Exhibits Good knowledge of Bank's products	85%
Responsive to customer needs	80%
Efficient service	61%
Treats customers as valued customers	80%
Professional appearance	91%
High level of integrity displayed	88%

5. Account Opening Procedures

Promise/Standard	Performance
Fees, charges, interest and penalties clearly explained	74%
Application form simple and easy to understand	94%
Loan application process simple, quick and easy?	89%
Products advertised in information brochures	80%

6. Loan Processing

Promise	Standard	Performance
Retail Loans	Response within 2 business days	63%
Mortgage Loan	Response within 3 business days	51%
Commercial Loan	Response within 3 business days	47%
Attractive interest rates		59%
Affordable loan fees		70%

7. Electronic Banking Services

Promise/standard	Performance
ATM – Target 95% available	69%
Credit Card Enquiries Phone Service – Target 100% available	69%
Prompt response to Bank's Hotline – Target 100% available	69%
Convenient location of ATMs	81%

8. Complaints Handling

Promise/standard	Performance
Complaints dealt with within two hours	53%
CSR resolution of issue within five working days	64%
Communication received on outstanding issues	41%

GRENADA:
June 14, 2017



Accountants & Business Advisers