



## Stable Customer Satisfaction Ratings for Co-op Bank 2018 Audit of Customer Service Charter

Co-op Bank's customers have confirmed their satisfaction with the Bank. This was despite a rapidly growing customer base and an increasingly competitive environment which has placed increased pressures on its resources in recent times.

A 2018 audit of the Bank's Customer Service Charter confirmed this satisfaction.

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.

The audit of the Charter was conducted in 2018, 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 #: 0001  
Year: 2017/2018  
Published: May 2018  
Auditor: PKF



chartered accountants  
& business advisers

### 1. Overall Customer Satisfaction

Promise/standard	Performance	
	2018	2017
Satisfied with the Bank	73%	65%
Somewhat satisfied with the Bank	23%	28%
Somewhat dissatisfied with the Bank	3%	5%
Very dissatisfied	1.5%	2%

### 2. Telephone Experience

Promise/Standard	Performance	
	2018	2017
Call answered in 3 rings	57%	59%
Customer Service Rep. Courteous and helpful	93%	94%
Question/Problem handled satisfactorily	87%	83%

### 3. Banking Facilities

Promise/Standard	Performance	
	2018	2017
Adequate Signage with clear Directions	93%	92%
Personal Information and Privacy	87%	84%
Safe and secure environment	94%	94%
Suited to persons with special needs	78%	67%

### 4. Staff Attributes

Promise/Standard	Performance	
	2018	2017
Friendly and courteous	93%	91%
Exhibits Good knowledge of Bank's products	88%	84%
Responsive to customer needs	87%	80%
Efficient service	69%	61%
Treats customers as valued customers	87%	81%
Professional appearance	95%	91%
High level of integrity displayed	95%	88%

### 5. Account Opening Procedures

Promise/Standard	Performance	
	2018	2017
Fees, charges, interest and penalties clearly explained	86%	74%
Application form simple and easy to understand	96%	94%
Loan application process simple, quick and easy?	93%	89%
Products advertised in information brochures	86%	80%

### 6. Loan Processing

Promise	Standard	Performance	
		2018	2017
Retail Loans	Response within 2 business days	56%	63%
Mortgage Loan	Response within 3 business days	52%	51%
Commercial Loan	Response within 3 business days	51%	47%
Attractive interest rates		58%	59%
Affordable loan fees		77%	70%

### 7. Electronic Banking Services

Promise/standard	Performance	
	2018	2017
ATM – Target 95% available	74%	69%
Credit Card Enquiries Phone Service – Target 100% available	86%	69%
Prompt response to Bank's Hotline – Target 100% available	86%	69%
Convenient location of ATMs	79%	81%

## 8. Complaints Handling

Promise/standard	Performance	
	2018	2017
Complaints dealt with within two hours	53%	53%
CSR resolution of issue within five working days	65%	64%
Communication received on outstanding issues	53%	41%

GRENADA:

July 4, 2018



Accountants & Business Advisers