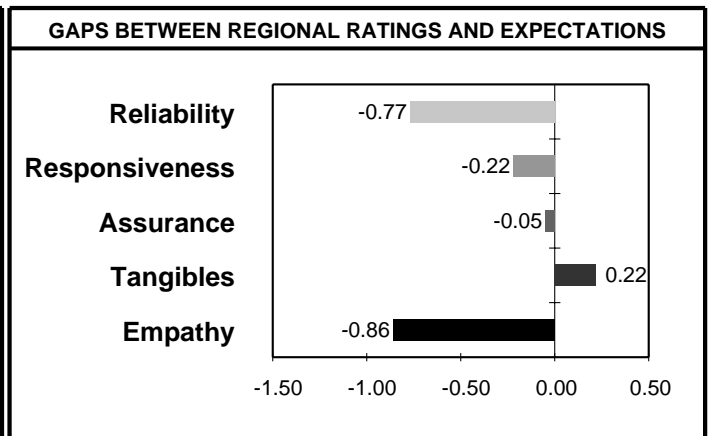
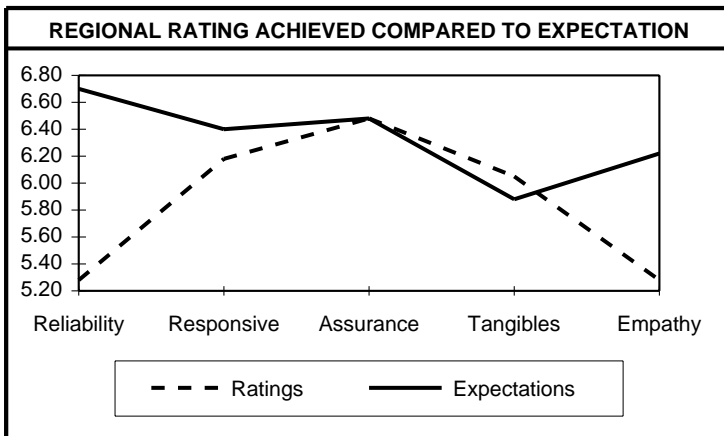




REGIONAL CUSTOMER SATISFACTION REPORT	SEPT / OCT 1226
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TO	The Regional General Manager
REGION:	28

SECTION 1	OVERALL SERVICE QUALITY RATING	
	RATING	% SCORING 7
Overall the quality of service provided by branches in this region is excellent	6.22	54%



SECTION 2a	RRATE DIMENSIONS - REGIONAL SUMMARY				
	Reliability	Responsiveness	Assurance	Tangibles	Empathy
EXPECTATIONS	6.70	6.40	6.48	5.88	6.22
REGIONAL RATINGS	5.28	6.18	6.48	6.05	5.28
28 Cumbria and Fylde	6.08	6.26	6.45	6.15	6.00
28 Liverpool	5.20	6.16	6.48	6.05	5.24
28 Manchester	5.82	6.15	6.40	5.27	5.85
28 North Manchester	5.27	6.17	6.44	6.06	5.27
28 South Manchester	5.25	6.21	6.44	6.12	5.28
28 Preston	5.22	6.16	6.82	5.28	5.86
28 North Wales and Chester	5.25	6.16	6.48	6.07	5.27

REGION:	28

SECTION 2b RRATE STATEMENTS - REGIONAL SUMMARY			
	RATING	EXPECTATION	GAP
RELIABILITY	5.28	6.70	-0.77
The Bank does not make mistakes with customers' accounts	5.65	6.70	-1.05
I know that anything I ask the branch to do will be done accurately	6.10	6.74	-0.64
When staff in the branch say they will do something, it gets done	6.17	6.68	-0.51
This branch's cash machine is always operating when I need it (ATM cardholders only)	5.72	6.62	-0.27
RESPONSIVENESS	6.18	6.40	-0.22
I receive prompt service at this branch	5.25	6.50	-0.55
The staff at this branch are always willing to help me	6.58	6.52	-0.06
The staff at this branch give me their undivided attention, without interruptions	6.22	6.80	-0.08
When I called, the telephone was answered promptly	6.21	6.18	0.08
The Bank clears my cheques promptly	5.26	6.42	-0.46
ASSURANCE	6.48	6.48	-0.05
The staff at this branch are always friendly and courteous	6.56	6.48	0.08
The staff at this branch are capable and competent	6.47	6.64	-0.17
The staff at this branch have the knowledge to answer my questions	6.88	6.40	-0.07
The behaviour of staff in this branch instils confidence in me	6.88	6.41	-0.08
TANGIBLES	6.05	5.88	0.22
Staff in this branch always look very professional	6.58	5.84	0.62
The layout of this branch provides customers with privacy	5.01	6.06	-1.05
This branch is always clean and visually appealing	6.41	5.88	0.58
It is always easy to find leaflets and brochures in the branch	6.28	5.52	0.62
EMPATHY	5.28	6.22	-0.86
Staff in this branch respect customers' needs for privacy	6.01	6.56	-0.55
Staff here try to understand my individual financial needs	6.12	6.25	-0.18
Staff in this branch keep me informed and up to date about the best products and services for me	5.54	6.02	-0.48
Staff are always prepared to spend time to discuss my financial needs fully and in detail	6.06	6.81	-0.25

Section 2b 'statements' are not reported on Area reports (only overall RRATE scores)

SECTION 3 OTHER STATEMENTS - REGIONAL SUMMARY			
	RATING	EXPECTATION	GAP
This branch's opening hours are convenient for me	6.02	6.22	-0.27
I am made to feel my business is important to the branch	5.22	6.86	-0.44
Staff at this branch cope well with queuing arrangements when the branch is busy	5.68		
Staff at this branch make me feel like a valued customers who should be given personal attention	6.07		

(modified data)

REGION:	28

SECTION 4 PROBLEMS - REGIONAL SUMMARY	
Problem incidence	
Experienced any problems in last 3 months	8%
Brought the problem to someone's attention	78%
How the problem was handled	
Staff were concerned and understanding	5.41
I was given a full explanation of what was happening	5.24
I was satisfied with the outcome	4.81

SECTION 5 TELEPHONE SERVICE - REGIONAL SUMMARY	
Have telephoned this branch in past month or so	17%
Overall I was pleased with the way my telephone call was handled	6.20

SECTION 6 THE BANK IN GENERAL	
The Bank appreciates my business	5.21
I feel that I get a good deal from Bank	5.85
The Bank has my best interests at heart	5.74
I would not hesitate to recommend the Bank to a friend or business associate	6.04
Next time I need a financial product or service I will probably choose the Bank	5.81
Everything considered, I am very satisfied with my relationship with the Bank	6.10
Overall, the Bank provides excellent quality of service	6.10

Section 6 is only reported on regional and national reports

(modified data)