



Customers stay put despite dissatisfaction

(26 July 2010 – Australia) East & Partners has just released its latest Business Banking Customer Satisfaction Monitor (BBCSM) revealing that growing dissatisfaction, amongst business customers, regarding the quality of advice they receive from their business bank, is not a consistent indicator of churn in the current environment.

Since January 2009, businesses with an annual turnover of \$25-\$150 million have gradually become more dissatisfied with the quality of advice they are receiving from their business bank.

Despite this, the number of businesses in this segment, who intend to switch all or part of their business in the next three to six months, has almost halved.

Interestingly, enterprises from the higher turnover segment (\$150-\$500 million) do not feel the same with these businesses overall actually becoming more satisfied with the quality of advice they receive from their business bank since November 2007.

About the East & Partners' Business Banking Customer Satisfaction Monitor

The Business Banking Customer Satisfaction Monitor is based on interviews conducted each month Australia-wide with a structured sample of 850 companies turning over A\$5-500 million per annum, some 10,200 direct interviews with business banking customers annually.

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