

Availability of credit key churn factor

(13th January 2011 – Australia) Australia's Top 500 businesses now view access to credit as the dominant factor when deciding to leave their primary banking provider, according to East & Partners' latest Australian Institutional Transaction Banking Markets report.

- In November 2008, when respondents were asked what the single key factor behind their decision to leave their primary banking provider was, no businesses had a credit related concern.
- In stark contrast, two years later close to two-thirds of businesses cite credit as the number one reason behind their decision to leave their primary banking provider.

Prior to access to credit becoming such a major concern of Australia's Top 500 businesses, better response times and quality was their biggest issue, however, service is no longer major issue with no institutions citing service as the key motivator when leaving their primary banking provider.

About East & Partners' Institutional Transaction Banking Markets Program

East & Partners' Institutional Transaction Banking Markets report is a six monthly analysis from the Top 500 Australian corporates and institutions presenting detailed customer satisfaction ratings across 27 service and relationship transaction, cash management and e-banking attributes bank-by-bank.

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