

Bank customers are perfectly clear about one thing: they want to be served by professionally qualified staff when they visit a branch of their bank.

# BRANCH PROFESSIONALISM IS 'VITAL'



Almost three-quarters (73%) of British adults say in a special *Chartered Banker* survey that the availability of professionally qualified staff is either "very important" or "fairly important" to them when choosing a specific bank branch to visit.

The online survey was conducted for *Chartered Banker* by the research agency YouGov in mid-September and 2,031 people responded.

The latest finding powerfully reinforces similar market research carried out for *Chartered Banker* over the last year. YouGov surveys carried out in November\* and December 2009\*\*, for example, showed that 88% of respondents agreed or strongly agreed that "all bankers should take professional banking exams".

And that in turn echoes a specific endorsement of the Chartered Banker qualification from business decision-makers: in last year's survey, 57% of business respondents agreed or strongly agreed that they "would rather be a customer of a bank where their Relationship Manager was a professionally qualified Chartered Banker."

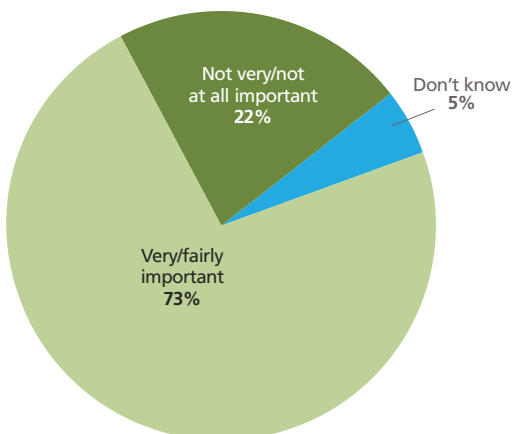
In this latest survey, banking professionalism is also identified among the most important characteristics which would persuade bank customers to visit a specific branch. Location (71%) and the convenience of business hours (48%) are the top characteristics, followed by the availability of self-service machines and ATMs (38%).

More than a third of customers (35%), however, select "professionally qualified staff" as one of the most persuasive reasons for visiting their branch.

"None of this comes as any surprise," says Institute Chief Executive Simon Thompson. "These findings really do reinforce what we've always argued – that professionalism backed by recognised qualifications is what customers expect. It's vital to rebuilding trust in our banking system."

## PROFESSIONALISM WINS

When choosing a bank branch to visit, how important to you is the availability of professionally qualified staff?

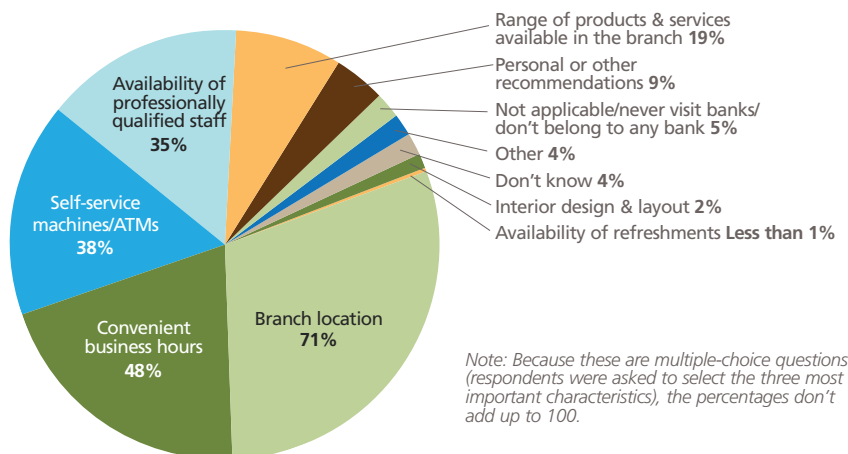


All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2031 adults. Fieldwork was undertaken between 10th-13th September 2010. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

\* Total sample size was 2011 adults. Fieldwork was undertaken between 6th-9th November

## KEY CHARACTERISTICS

Which are the three most important characteristics to you when choosing a bank branch to visit?



Note: Because these are multiple-choice questions (respondents were asked to select the three most important characteristics), the percentages don't add up to 100.

2009. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

\*\* Total sample size was 1020 small business decision makers. Fieldwork was undertaken between 26th-29th December 2009. The survey was carried out online.