

Please rate us on the following characteristics by checking **HIGHER** numbers for **BETTER** scores and **LOWER** numbers for **WEAKER** scores.

	HOW DO WE SCORE?	HOW IMPORTANT IS THIS TO YOU?
SERVICE	6 5 4 3 2 1	6 5 4 3 2 1
1. Courtesy of our employees	6 5 4 3 2 1	6 5 4 3 2 1
2. Speed of our service	6 5 4 3 2 1	6 5 4 3 2 1
3. Errors corrected promptly	6 5 4 3 2 1	6 5 4 3 2 1
4. Professionalism of our employees	6 5 4 3 2 1	6 5 4 3 2 1
5. Hours of operation	6 5 4 3 2 1	6 5 4 3 2 1
LOCATIONS	6 5 4 3 2 1	6 5 4 3 2 1
6. Convenience of branches	6 5 4 3 2 1	6 5 4 3 2 1
7. Privacy in branches	6 5 4 3 2 1	6 5 4 3 2 1
8. Convenience of ATMs	6 5 4 3 2 1	6 5 4 3 2 1
9. Neatness/Cleanliness of branches	6 5 4 3 2 1	6 5 4 3 2 1
10. Parking	6 5 4 3 2 1	6 5 4 3 2 1
PRODUCTS & SERVICES	6 5 4 3 2 1	6 5 4 3 2 1
11. Checking services	6 5 4 3 2 1	6 5 4 3 2 1
12. Fees & service charges	6 5 4 3 2 1	6 5 4 3 2 1
13. Savings/CD services	6 5 4 3 2 1	6 5 4 3 2 1
14. Investment services	6 5 4 3 2 1	6 5 4 3 2 1
15. Loan services	6 5 4 3 2 1	6 5 4 3 2 1
16. Telephone banking	6 5 4 3 2 1	6 5 4 3 2 1
17. PC banking	6 5 4 3 2 1	6 5 4 3 2 1
18. Account statements	6 5 4 3 2 1	6 5 4 3 2 1
19. Rates on loans	6 5 4 3 2 1	6 5 4 3 2 1
20. Rates on savings	6 5 4 3 2 1	6 5 4 3 2 1
YOUR COMMENTS	_____	

OVERALL SATISFACTION

21. What's your overall satisfaction? 6 5 4 3 2 1

22. Would you recommend us to a friend?
 CERTAINLY PROBABLY MAYBE UNLIKELY NO

23. Will you consider us for your next loan?
 YES PROBABLY MAYBE UNLIKELY NO

24. Will you consider us for your next new deposit account?
 YES PROBABLY MAYBE UNLIKELY NO

25. Will you consider us for your next investment service?
 YES PROBABLY MAYBE UNLIKELY NO

26. How does our service compare with other financial companies you use?
 MUCH BETTER BETTER SAME WORSE

27. How does our service compare with other companies, in general?
 MUCH BETTER BETTER SAME WORSE

TELL US ABOUT YOURSELF

1. What is your age?
 Under 24 24-34 35-44 45-54 55-64 65-74 75+

2. What is your annual family income (000s)?
 Under \$20 \$20-\$39 \$40-\$59 \$60-\$79 \$80-\$99 \$100+

3. What are your total investment balances (000s)?
 Under \$5 \$5-\$9 \$10-\$19 \$20-\$49 \$50-\$99 \$100+

4. Do you have a personal loan with us?
 YES NO

5. My accounts are primarily:
 PERSONAL BUSINESS OTHER

6. My Branch Location: _____

Customer Satisfaction Survey
Print this page on the back of side 1.
SIDE 2