



For Release 22 December 2009

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### **Moneywise Customer Service Awards 2010 – Who Can You Trust?**

Consumers have understandably been left with some confusion over which financial brands they can trust following the banking crisis and, with the whole industry upturned, have been left with the question as to who they should trust their hard earned cash and investments with in the next decade.

Britain's best selling personal finance magazine, Moneywise, aims to set the record straight for the second year running and carry the most trusted financial service brands into the next decade. Today the publication has announced it will host the second Moneywise Customer Service Awards 2010 on 17 June 2010 in London.

Last year over 10,000 responses were received making it Britain's largest survey of customer service performance. This year the questionnaire, which will be marketed to consumers of financial service products in January 2010 through Moneywise, is set to reach 20,000 to give even greater depth to the analysis.

Greater emphasis will be placed on constructing a research questionnaire that provides a richer range of information about individual product providers and product types and new and more sophisticated measures of trust are being introduced.

The expansion of the programme presents a number of opportunities for companies to become involved in the awards activity and to gain exposure and a presence at the event, which will be attended by some 400 people, including senior representatives from the UK's leading financial services providers, representatives from the financial services media and the key service providers to the financial services industry. These are the people who are shaping the development of the UK financial services industry in this new environment.

First direct winners of 6 awards from last year says:

*"At **first direct** we've always prided ourselves on giving excellent customer service and we are thrilled to receive these awards which illustrate how highly our customers regard us."*

Jason Sharpe, Sales and Service Director, **first direct**

For further information regarding the awards, sponsorship or table bookings, please contact:

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Notes to editors:

Moneywise is Britain's best selling finance magazine and it has an online website <http://www.moneywise.co.uk>.

The Magazine has an ABC audited circulation of \*\* (Jan-Dec 2009). Moneywise outsells its nearest competitor two to one and is mailed to over \*\* people each year with a readership of \*\* people each month.

In addition, the [www.moneywise.co.uk](http://www.moneywise.co.uk) service now reaches over \*\* unique users a month and records \*\* page impressions.