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Moneywise Customer Service Awards 2010 – Who Can You Trust?

While the financial services sector continues to focus on bonuses and profits, Moneywise continues to measure customer service as an indicator for performance in the sector and feed this back to consumers and the industry.

Consumers have understandably been left with some confusion over which financial brands they can trust following the banking crisis. Which companies genuinely have their interests at heart and who should consumers trust their hard earned cash 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 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 services in January 2010 through Moneywise, is set to reach 20,000 giving even greater depth to the analysis.

Greater emphasis has been placed on constructing a research questionnaire that provides a richer range of information about individual providers and product types and new and more sophisticated measures of trust have been 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.

Financial services company Egg who received Best Credit Card for online services from last year says:

"It was a great event and we're really pleased to have been awarded the Best Credit Card online customer service by Moneywise readers." Alex Conabeare, Senior Acquisition Manager, **Egg**

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 23,028 (Jan-Dec 2009). In addition, the www.moneywise.co.uk service now reaches over 120,000 unique users a month and records 400,000 page impressions monthly.