



Moneywise Customer Service Survey last days before closing

25 March 2010

Britain is now getting very close to discovering which financial services companies are the most trusted for 2010 with only two days remaining before the survey is closed. Over 10,000 responses have been received and the much anticipated shortlist will be published in the May issue of Moneywise magazine.

The Moneywise survey was released in January 2010 to explore issues surrounding trust and financial services.

These responses are from consumers with an opinion on which financial service companies, from insurance to banking products, are succeeding and failing in the sector.

The survey results, the second of its kind, will be used by Moneywise to assess customer service as an indicator for performance in the sector and feed this back to consumers and the industry.

The publication will host the second Moneywise Customer Service Awards on 17 June 2010 in London. 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.

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.