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Most trusted financial service providers include high street retailers and peer-to-peer lenders for 2010 as consumers seek alternatives

Online and telephone bank First Direct is the UK's most trusted financial brand in 2010, according to research by Moneywise magazine.

This was revealed earlier this evening at the second Moneywise Customer Service Awards, which coincided with Moneywise magazine's 20th anniversary.

Tonight the financial services industry finally heard the results of a six-month long investigation into what Britons really think about their financial services providers and there were a few twists from last year.

The overall winner First Direct was widely praised in the survey. One satisfied customer said:-

"Best customer service around and they are always there on the end of the phone – my husband even phoned them on Christmas day to wish them Merry Christmas. They speak to you more as a friend than someone who is an inconvenience!"

The surprise of the evening was the award for Most Trusted Personal Loan Provider, with smaller peer-to-peer lender Zopa raising its head above the parapet and taking the award from more established nominees in this category: Alliance & Leicester/Santander, First Direct, Halifax, Lloyds TSB and Northern Rock.

Other non-traditional financial service product providers such as John Lewis, Tesco and Marks & Spencer also achieved recognition at the awards, showing that trust is as much about brand as it is about product.

The winners of the Moneywise Customer Service Awards 2010: Who Can You Trust? came on the back of the largest dedicated customer service survey held in the UK and were presented in front of 270 guests and industry leaders at a black-tie gala at The Brewery in the City of London.

From January to March 2010 more than 10,000 responses were received via Moneywise magazine and Moneywise.co.uk and carefully analysed by CoreData Research. This information



was used to identify those companies, which offer the best service and those, which are most trusted to provide these services, according to the British public.

Moneywise recognised that the best way to find out which financial service companies were the most trusted was to ask consumers direct. Customer experience is paramount and this research highlights any discrepancies between the message a financial services company sends to the consumer and what the consumer actually experiences.

Following the awards, next week an official White Paper will be released on the back of the findings of the survey.

The winners and runner-ups of the Moneywise Customer Service Awards: Who Can You Trust 2010 are listed below. More details can be found at <http://www.moneywise.co.uk>.

OVERALL WINNER – MOST TRUSTED FINANCIAL COMPANY:

Winner: First Direct
Highly Commended: Nationwide

WINNERS AND HIGHLY COMMENDED:

Most Trusted Companies

Most trusted home insurance provider
Winner: Saga
Highly Commended: Nationwide

Most trusted travel insurance provider
Winner: First Direct
Highly Commended: Marks and Spencer

Most trusted motor insurance provider
Winner: Marks and Spencer
Highly Commended: Saga

Most trusted income protection provider
Winner: Legal and General
Highly Commended: LV=

Most trusted critical illness insurance provider
Winner: BUPA



Highly Commended: Scottish Provident

Most trusted private medical insurance provider

Winner: Standard Life Healthcare

Highly Commended: Axa PPP

Most trusted personal loan provider

Winner: Zopa

Highly Commended: First Direct

Most trusted credit card provider

Winner: First Direct

Highly Commended: John Lewis

Most trusted mortgage provider

Winner: First Direct

Highly Commended: Coventry Building Society

Most trusted savings provider

Winner: First Direct

Highly Commended: Coventry Building Society

Most trusted cash ISA provider

Winner: First Direct

Highly Commended: Halifax

Most trusted current account provider

Winner: Smile

Highly Commended: Coventry Building Society

Best Service Awards:

Best credit card for online services

Winner: American Express

Highly Commended: Capital One

Best credit card for call centre service

Winner: American Express

Highly Commended: Co-operative

Best current account for call centre service

Winner: Co-operative

Highly Commended: Coventry Building Society



Best cash ISA provider for service:
Winner: Yorkshire Building Society
Highly Commended: First Direct

Best motor insurance provider for service
Winner: LV=
Highly Commended: Marks and Spencer

Best home insurance provider for service
Winner: NFU Mutual
Highly Commended: Marks and Spencer

Best travel insurance provider for service
Winner: Marks and Spencer
Highly Commended: Direct Travel Insurance

Best critical illness provider for service
Winner: BUPA
Highly Commended: Scottish Widows

Best income protection provider for service
Winner: AXA
Highly Commended: Aviva

Best private medical insurance service provider
Winner: Simply Health
Highly Commended: BUPA

For further information please contact:

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Notes to editors:

Moneywise is Britain's best selling personal finance magazine and it has a website
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.