

Product appetite returning

(28 April 2010 – Australia) Business customers are clearly showing an increased appetite to buy more product from their bank, according to the latest edition of East & Partners' Business Banking Customer Satisfaction Monitor (BBCSM).

- in April 2010, almost a half of businesses intend to buy more product from their primary business bank in the next three to six months
- this is almost double the number of businesses looking to buy additional product compared to one year ago

The market average business banking satisfaction rating, for April 2010, was 4.62 (using a 0 – 10 scale where 0 means 'very dissatisfied' and 10 means 'very satisfied'), a decrease from last month's score of 4.64.

Of the Big Four banks, NAB maintained its number one spot, in terms of overall satisfaction, with a score of 6.50.

The top rated bank this month in overall satisfaction went to the Regional banks, with a satisfaction score of 6.69.

About the East & Partners' Business Banking Customer Satisfaction Monitor

The Business Banking Customer Satisfaction Monitor is based on interviews conducted each month Australia-wide with a structured sample of 850 companies turning over A\$5-500 million per annum, some 10,200 direct interviews with business banking customers annually.

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