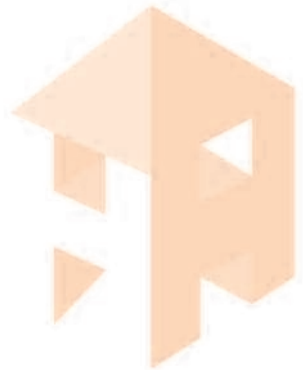


# HBS Members Survey

2009 RESULTS



*Valuing  
our members views*



# A Thorough Review



The Autumn 2009 edition of *Members Direct*, the Harpenden Building Society newsletter, included a Members Survey in which members were asked to express their views about a wide range of subjects including:

- *Perceptions of HBS as a provider of mortgage and savings accounts*
- *Satisfaction with product range*
- *Satisfaction with staff friendliness and knowledge*
- *Satisfaction with speed of response to enquiries*
- *Satisfaction with Members newsletter and website*
- *Perception of HBS strengths and weaknesses*

**In addition, information was sought on:**

- *The factors that most affect selection of financial institutions*
- *Additional products or services members may require*

500 members surveys were randomly analysed by an independent research agency.

## High Levels of Satisfaction

Against a backdrop of dissatisfaction with financial institutions in general, the overall score for HBS was very encouraging. Members were able to indicate whether they were 'very satisfied', 'satisfied', 'neutral', 'dissatisfied' or 'very dissatisfied' for most questions. The mean (average) members score throughout the questionnaire was 'better than satisfied'. The friendliness and knowledge of staff were highly appreciated along with satisfaction with the management of both savings and mortgage accounts.

For HBS members the most important factors when choosing a financial institution included, interest rates, stability/trust (in the institution), service & staff and convenience of branch location. The strengths of HBS reflected these factors.

## The Results

This table shows the percentage of respondents who expressed themselves as "very satisfied", "satisfied" or "neutral" in response to the subjects raised.

## Savings Accounts

Very satisfied/satisfied/neutral

Range of savings accounts	96%
Supporting leaflets/documentation	99%
Your own savings account	94%
The account operating process	99%
The knowledge of staff	99%
The friendliness of staff	99%
The response to telephone calls	99%

## Mortgages

Very satisfied/satisfied/neutral

Range of mortgage accounts	95%
Supporting leaflets/documentation	95%
Your own mortgage	96%
The mortgage application process	95%
The knowledge of staff	95%
The friendliness of staff	93%
The response to telephone calls	95%

## All respondents

Very satisfied/satisfied/neutral

The new website	98%
Members Direct Newsletter	99%

Note: figures are based on those who expressed a preference and excludes respondents who did not comment on a specific question.

### Future Direction

Members were looking for improvements in the returns on their savings and there were a range of suggestions for new products and services which the management of HBS will be considering.

This HBS Members Survey forms a key part of the society's annual performance review in autumn 2010. Members Surveys will be undertaken in all HBS branches and then this full Members Survey will be repeated in the autumn 2011 edition of Members Direct.



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