

Customer Satisfaction Survey Results - Completed surveys returned by Principle First clients in August 2008

Question 1 - How satisfied are you with the service provided by Principle First?

Question 2 - Are you happy with the contact you had with our staff?

- Reception / Telephone

- Adviser

- Client Account Manager

Question 3 - How did you find the frequency and quality of updates you received from our staff during the process of your application?

Question 4 - Would you recommend Principle First to others?

Client*	Question 1	Question 2			Question 3	Question 4	Comments
		Reception /Phone	Adviser	Client Acc Manager			
G Kilkey	Satisfied	Yes	Yes	N/A	Average	Yes	No additional comments
D Doherty	Very Satisfied	Yes	Yes	Yes	Excellent	Yes	No additional comments
K Irwin	Very Satisfied	Yes	Yes	Yes	Excellent	Yes	The help and advice we received was first class, Principle First made our dreams happen. I would recommend them to everyone.
P Starrs	Very Satisfied	Yes	Yes	Left blank	Excellent	Yes	Adviser was very helpful. Went through all the options and was very open about the package. No small print, no surprises. Thank you.

*Some clients wish to remain anonymous so in these cases their answers will be given without their names.