

Customer Satisfaction Survey Results - Completed surveys returned by Principle First clients in January 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			
N McBrearty	Satisfied	Yes	Yes	Yes	Excellent	Yes	No additional comments
B McCaul	Very Satisfied	Yes	Yes	Yes	(blank)	Yes	I found both girls a pleasure to deal with.
M Bateson	Very Satisfied	Yes	Yes	Yes	Excellent	Yes	Really liked the text updates, very smooth service. Will definitely recommend.
Anon	Satisfied	Yes	Yes	Yes	Excellent	Yes	Excellent variety of products, with informed advisers.
B Donnelly	Very Satisfied	Yes	Yes	Yes	Excellent	Yes	I was very pleased with my dealings with Principle First, fast and professional.
R Duffy	Satisfied	Yes	Yes	Yes	Excellent	Yes	Thanks for all your help.

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