

Customer Satisfaction Survey Results - Completed surveys returned by Principle First clients in January 2009

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			
A. Kivlehan	Very Satisfied	Yes	Yes	Yes	Excellent	Yes	No additional comments
E. Lamberton	Very Satisfied	Yes	Yes	Yes	Excellent	Yes	No additional comments
R. Kealey	Very Satisfied	Yes	Yes	Yes	Excellent	Yes	Very satisfied with everything
K. Harrigan	Very Satisfied	Yes	Yes	Yes	Excellent	Yes	Several members of family have used Principle First & have found it an excellent company. Assumpta in particular has great skills
J. Doherty	Very Satisfied	Yes	Yes	Yes	Excellent	Yes	The tick boxes at 1. are too subdued! There should be one for excellent!

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