

Customer Satisfaction Survey Results - Completed surveys returned by Principle First clients in July 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			
M & A Leonard	Very Satisfied	Yes	Yes	Yes	Excellent	Left blank	Principle First do not aspire to be front leaders - they are. Customer care is excellent.
J Starrs	Very Satisfied	Yes	Left blank	Yes	Excellent	Yes	No additional comments

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