



PRESS INFORMATION

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FOR IMMEDIATE RELEASE

FAIR AND CLEAR CUSTOMER RELATIONS KEY TO BUILD TRUST WSBI/ESBG advocates Customer Policy based on fair and clear relations

Brussels, 2 July 2010 – In a “*Guidance on Fair and Clear Relations with Customers*”, launched recently, WSBI/ESBG stresses that a good customer relations policy based on concepts such as transparency, personalised advice, trust, attention to customers in difficult financial circumstances and rapid response to customer requests are key elements to secure customer satisfaction and confidence. Trust in the financial services sector is of crucial importance and it is a major task for financial institutions to regain the trust of the general public, in situations where this has been adversely affected.

“Fair and clear relations with customers is a traditional long-standing value and practice of the some 6,000 savings and retail banks that constitute our membership in 90 countries worldwide “ said Chris De Noose, WSBI and ESBG Managing Director. It is also one of the principles of the Charter for Responsible Business, that was finalised in May 2008. This Guidance is a logical step forward and a useful tool for any WSBI/ESBG member that wants to develop a customer policy based on the principle of Fair and Clear Relations with Customers and thereby to enhance their commitment to building, maintaining and enhancing a long term relationship of confidence with customers. Some highlights from this Guidance are available on www.esbg.eu, under the heading corporate social responsibility.

Savings and retail banks focus mainly on the delivery of financial services to private people, SMEs and local authorities. Thanks to their strong historical roots, they have an extraordinary level of customer proximity. Savings banks embody a stakeholder model, seeking at the same time to be profitable but also to bring value and a return to society.

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WSBI – ESBG – The Global Voice of Savings and Retail Banking

WSBI (World Savings Banks Institute) and ESBG (European Savings Banks Group) are international banking associations that represent savings and retail banks and associations thereof in 90 countries of the world (Asia-Pacific, the Americas, Africa and Europe. At the start of 2009, assets of member banks amounted to almost €9,000 billion, non-bank loans to €4,300 billion and



European Savings Banks Group - aisbl

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non-bank deposits to 4,600 billion. Together, the member banks conducted operations through more than 160,000 outlets. Please visit www.savings-banks.com for more information.