

## Customer Satisfaction Research

To ensure that we continue to provide our customers with exceptional customer service as well as products and services that meet their needs, Morses Club conducts independent customer satisfaction research.

Mustard Research, an independent research agency, contact 200 quality customers on our behalf on a monthly basis and conduct short telephone surveys with them; each survey takes about 10 minutes to complete.

The survey covers customer satisfaction with our service and their thoughts on our product offering, as well as what they would like to see in the future.

The data from these surveys gives us important insights into our customers, our market and our opportunities.

Our customer satisfaction research has allowed us to define what good service looks like for Morses Club, and identify any areas where we can improve.

We acknowledge that we cannot provide great service without the hard work of our employees and agents, and results from our customer satisfaction research are circulated to each area of the business and monitored closely each month.

We are proud of the consistently high satisfaction results we receive – which are consistently above 95%.

### Paid-up Customer Research

In addition to our monthly customer satisfaction research, we conduct independent paid-up customer research every year. During FY17, there were two waves of this research, conducted by Mustard Research on our behalf.

In each wave of paid-up customer research, a sample of 500 customers who have paid off their loan and left Morses Club in the previous 12 months are contacted by telephone and asked to complete a short 10-minute survey.

The surveys are important in identifying any trends as to why people have chosen to leave Morses Club, and in determining any service improvements we may need to make.

Paid-up customer research is a key part of our customer retention activity.

### Customer Satisfaction During FY17

March 2016	96%
April	98.5%
May	97%
June	98%
July	95.5%
August	97%
September	98%
October	96%
November	96%
December	96.5%
January 2017	95%
February	98%

## Customer Comments from February 2017 Research

●●  
 The agent calls regularly, they are lovely and keep you up to date with everything. It's all on the computer and if you need anything, they're there.  
 ●●

●●  
 Very friendly and really easy to communicate with and explain everything to you – no hidden things.  
 ●●

●●  
 The way they treat me – and I'd expect them to treat everyone else like that – they treat me well. It's a company which you can actually speak to if you have a problem and they will actually come up and sort it out.  
 ●●

## Customer Satisfaction Research

**98%**

customer satisfaction rate with agent service

**93.5%**

likely to recommend us to family and friends

**94%**

likely to consider using Morses Club in the future

