

Friday, November 21, 2008

## All "SMILES" for Members Equity Bank and its customers

Australian Financial Review's Smart Investor magazine has named Members Equity Bank (MEB) as the "Highest Polling Home Lender" for its outstanding customer service as determined by the 2008 SMILES Poll.

Thousands of Australians have rated customer service attributes by Australian companies and nominated their favourite institution in an e-mail reader survey.

The AFR's Smart Investor survey is conducted to provide a unique insight into which institutions don't just talk the service talk, but also walk the walk.

The SMILES survey aims to discover which companies are providing customers with the best experiences, and those who are letting the Australian public down with poor service and a complacent attitude.

Tony Beck, Head of Corporate Affairs at Members Equity Bank, said MEB is pleased to be recognised as the "Highest Polling Home Lender" for its outstanding customer service.

"Our outstanding customer service has been recognised again by the readers of Australian Financial Review Smart Investor publication. Voted best service for a home lender in Australia in their 2008 SMILES Survey, we are proud to have our commitment to customers recognised in this way," he said.

"Unlike other awards that are based on technical data, the SMILES research is concerned with customer satisfaction. We are pleased the award confirms that Members Equity Bank is so highly regarded by its customers.

"Members Equity Bank was established to provide working Australians with a fair deal; not just a competitive product but also excellent customer service.

"Members Equity Bank prides itself on its local, in-house National Customer Contact Centre and mobile banking sales force around the country. Our front line staff is highly trained. Members Equity Bank understands modern families require convenient, high quality service; communication directly with people not automated services.

"Our mobile bankers visit customers at home or in their workplace whenever its convenient for them. Our contact centre is available from 8am - 8pm Monday to Friday and from 9am - 5pm Saturdays (EST). We know our customers prefer talking with real people at the other end of the phone.

"Now that the Federal Government has guaranteed deposits in all Australian banks, customers need more from a bank than security. As the SMILES award shows, Members Equity Bank is a real alternative to the big banks. Not only are deposits safe, customers also get award winning products, low fees and excellent customer services."

Members Equity Bank, which is owned by 37 Industry Super Funds, recently won the Your Mortgage Magazine Mortgage of the Year 2008 (Silver) for [its Super Members Home Loan](#).

**Tony Beck, Head of Corporate Affairs**  
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