

Lloyds TSB Middle East gets the basics right

- Named 'Best International Bank' by Ethos Consultancy for the fifth year running
 - Bank launches 'Customer Commitments'

Dubai, 23rd November 2010

Lloyds TSB Middle East has been awarded the title of Best International Bank by Ethos Consultancy in their 'Annual Service Quality Bank Benchmarking Study' with 2010 marking the fifth consecutive year that Lloyds TSB Middle East has won this award.

The independently conducted survey revealed 90% of people would recommend Lloyds TSB Middle East to their family and friends, whilst 85% of non – customers, who visited the bank during the course of the survey, would visit again. Following increasing investment into their call centre, the survey also recorded 83% of incoming calls to the call centre were answered within 15 seconds.

Coinciding with the award win, the bank also announced the launch of their new 'Customer Commitments' which may have been a contributing factor in maintaining their title in customer service standards. The 'Commitments' are a series of promises which Lloyds TSB Middle East have made following feedback from their customers. These include promises to operate under best international practice, lend responsibly, ensure transparency and save their customers time.

Richard Musty, Managing Director of Lloyds TSB Middle East said, *"To be awarded Best International Bank by Ethos Consultancy for the fifth consecutive year is a major achievement. As our new Commitments demonstrate, we believe in the importance of building long standing relationships with our customers and I am pleased that serving them to a high standard is still is our forte. I would like congratulate my fellow colleagues on this accomplishment"*.

-ENDS-

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Notes to Editors:

Lloyds TSB Middle East is a branch of Lloyds TSB Bank plc, which is a member of Lloyds Banking Group. This makes us part of one of the largest and most successful banking groups in the world. Lloyds TSB has been a leading bank in Dubai for over 30 years and was awarded its banking licence by the UAE Central Bank in 1977. For more information, please visit www.lloydstsb.ae



About Lloyds TSB Middle East

The main branch of Lloyds TSB Middle East is in Jumeirah, housed in a custom built landmark building, located on Al Wasl Road opposite Safa Park. The bank also has Customer Service Centers located at the Arabian Ranches and Uptown Mirdiff. Lloyds TSB Middle East employs over circa 300 people providing a full range of financial services including: Personal Banking, Commercial Banking, Corporate Banking, Offshore Banking, Private Banking, Treasury Services and Trade Finance Services. In addition to market leading car and home loans, credit cards, personal and commercial loans, current and savings accounts, and fixed term deposits, Lloyds TSB Middle East also offers easy accessibility to telephone banking and secure internet banking 24 hours a day, 7 days a week.

About Ethos Consulting

Ethos Consultancy is the region's leading provider for benchmarking, mystery shopping, customer satisfaction surveys and brand audits. Their annual study is carried out by experienced researchers who explore all channels which prospective customers may encounter when approaching a bank namely the branch, call centre and website. Two new elements have been added to the survey this year which was also included in the study namely the results of 'existing customers' requesting certain transactions and the assessment of banks' 'complaints handling' process.

Each channel is evaluated on interpersonal performance, response time, service quality and satisfactory outcome to assess the overall customer experience. 21 banks were included in the study.

