

## **Lloyds TSB Middle East is crowned Best International Bank for second year running by Ethos Consultancy**

**Dubai: 11<sup>th</sup> February 2008**

For the second consecutive year, Lloyds TSB Middle East, part of the world's largest banking groups, has been crowned Top International Bank by Dubai's leading Customer Service Consultancy, Ethos. Bert de Ruiter, Managing Director of Lloyds TSB Group Middle East was presented the award by Robert Keay, Managing Director, Ethos Consultancy in recognition of Lloyds TSB Dubai's commitment and excellence in the area of customer service.

Dubai based Ethos Consultancy launched its third annual independent Benchmarking & Service Quality Study to ascertain how the UAE retail banks perform in the key areas of quality of service and speed of response. The independent study revealed that Lloyds TSB was the best international bank in most categories.

Ethos Consultancy's findings were based on in depth research methods and included mystery shoppers attending branches, service centres as well as testing call centres and web responses.

*Accepting the award on behalf of Lloyds TSB, Bert de Ruiter commented, "We are thrilled to win this award for the second year running. This is a fantastic achievement for us and we are further encouraged to strive harder to offer and sustain the highest levels of customer service to our customers."*

*I wish to congratulate the entire team at Lloyds TSB Middle East for their passion and dedication. We try so hard to meet the very highest standards, and this award is the perfect endorsement of my team's effort."*

*Commenting on the report, Robert Keay, Managing Director, Ethos Consultancy commented, "We congratulate Lloyds TSB for once again winning the category as the top international bank in our study examining the different levels of customer service. The winners emerged after we compared all 28 UAE retail banks in a comprehensive customer service survey after carrying out 870 branch visits, 870 telephone calls and 870 website visits including e-mail enquiries"*

The main branch of Lloyds TSB is in Jumeirah, housed in a custom built landmark building, located on Al Wasl Road opposite Safa Park. The bank also has Customer Service Centres located at the Arabian Ranches, Healthcare City, Green Community and Uptown Mirdiff. Lloyds TSB Dubai employs over 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 auto and home loans,



credit cards, personal and commercial loans, current and savings accounts, and fixed term deposits, Lloyds TSB Dubai also offers easy accessibility to telephone banking and secure internet banking 24 hours a day, 7 days a week.

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**Notes to Editors:**

Lloyds TSB Dubai is a branch of Lloyds TSB Group, one of the world's largest and most respected banking groups. Lloyds TSB employs over 70,000 people in more than 20 countries worldwide. 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.lloydtsb.ae](http://www.lloydtsb.ae)

