



Lloyds TSB

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LLOYDS TSB WEB SITE RANKS NUMBER ONE IN BANKING PROSPECTS STUDY

Lloyds TSB's website has been ranked number one in delivering the 'best online experience for consumers researching and applying for bank accounts'. The accolade comes from a recent comprehensive study of seven UK banking sites by Keynote Competitive Research, the industry analysis group of Keynote Systems, Inc.

The 2007 *Keynote Customer Experience Ranking for UK Banking Prospects* examined the online experience of more than 1,800 consumers as they interacted with leading banks' websites. The study details how each bank's website performed versus competitors across key business objectives including customer satisfaction, brand affinity and customer acquisition.

Lloyds TSB achieved top place in the overall rankings by achieving strong ratings in customer satisfaction, acquisition and brand. Most notably, panellists visiting the Lloyds TSB site were the most likely to agree with the statement 'this site cares about its customers'.

Lloyds TSB also performed well across several experiential measures that Keynote's analysis demonstrates drives online success. In particular, Lloyds TSB won three of these success drivers; 'customer support', 'ease of account opening' and 'privacy and security'.

Commenting on the report's findings, Ian Larkin, Managing Director Consumer Banking, Lloyds TSB said: "Today, a company's website is its public face in the same way as its stores on the high street. Consumers log on, not only to browse financial services products but also to buy and if they can't find what they are looking for quickly and easily, a competitor is only a click away."

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Ian continues: “Lloyds TSB has long recognised the importance of its web presence and lloydstsb.com has gone from strength to strength. We now have more than 4.8 million registered internet banking users and we are delighted to be recognised for the work we have done to ensure that our website is not only easy to use but safe and secure.”

Keynote Customer Experience Rankings

Overall Rankings

1	Lloyds TSB
2	Cooperative Bank
3	NatWest

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