

## COMMERCIAL BANKS' CUSTOMER SATISFACTION SURVEY 2012

A Joint Press Release by the Aruban Bankers' Association and the Centrale Bank van Aruba<sup>1</sup>

During the period of September 3 through 23, 2012 the Aruban Bankers' Association (ABA) and the Centrale Bank van Aruba (CBA) will jointly conduct the first Commercial Banks' Customer Satisfaction Survey (CBCSS).

The CBCSS will empower the Aruban community to express its opinion on the service offered by the commercial banks. The CBCSS will provide both the ABA and the CBA with valuable information which will contribute to a more holistic picture of the banking sector, and will complement other traditional measures of bank performance. The published results will help our commercial banks provide you with the best possible service in the future.

For this purpose, the ABA and the CBA hired a group of 8 interviewers who will gather the data from a total of 600 respondents. The interviewers will be stationed at several strategic locations on the island, such as the civil registry office and the post office, and will carry an identification badge and a notification letter as proof that they are working on behalf of the ABA and the CBA. Due to the simplicity of the questions (e.g., *My bank's personnel is neat in appearance*) the interview should take roughly 10 minutes to complete.

Given the importance of the CBCSS for Aruba, both the ABA and the CBA call upon the Aruban public to fully cooperate with this survey. The interviewed persons can rest assure that the ABA and the CBA will treat the collected information with the highest level of confidentiality, and the results will be published in an aggregated form only. For further information please contact Mrs. Désirée Scharbaay (tel.: 5252165; e-mail: [d.m.m.scharbaay@cbaruba.org](mailto:d.m.m.scharbaay@cbaruba.org)) or Mr. Jorge Ridderstaat (tel.: 5252159; e-mail: [j.r.ridderstaat@cbaruba.org](mailto:j.r.ridderstaat@cbaruba.org)) of the Research Department.

Aruban Bankers' Association and the Centrale Bank van Aruba  
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<sup>1</sup> The English text prevails.