

## Customer Satisfaction Survey

### 客戶滿意程度問卷調查

Thank you for participating in The Bank of East Asia, UK Branch (BEAUK) Customer Experience Survey. Your valuable comments are very important to us. The information collected in this survey will be kept strictly confidential and will be used only for consolidated analysis purposes. No personal data will be collected in this Survey.

多謝參與東亞銀行英國分行客戶體驗調查，您的寶貴意見對我們非常重要。是次調查所收集的資料將會完全保密及只用作綜合分析用途，而本行亦不會藉此調查蒐集您的個人資料。

#### Q1 Reasons of Choosing BEAUK

What are the reasons of your choosing BEAUK? (You may choose more than one)  
請問您為什麼選擇使用東亞銀行英國分行的服務呢？（可選多於一項）

Cantonese service available	有廣東話的服務
Having experience with BEA in Hong Kong	曾使用香港東亞銀行服務
Referred by family or friends	親朋介紹
Customer service	服務質素
Others, please specify	其他, 請註明

#### Q2 Bank usage in UK

Apart from BEAUK, which of the following banks are you currently using?  
(You may choose more than one)  
除了東亞銀行英國分行外, 請問您還有使用哪些銀行呢？（可選多於一項）

Barclays	巴克萊銀行	Bank of China	中國銀行
HSBC	匯豐銀行	Santander	桑坦德銀行
NatWest	國民西敏寺銀行	RBS	蘇格蘭皇家銀行
Lloyds	萊斯銀行	None	沒有
Nationwide	泛邦銀行	Other, please specify	其他, 請註明

Q3 Main bank user

Is BEAUK your main bank (for payroll and transactions such as utilities, Council Tax or mortgage repayment)?

請問BEAUK是否您的主要往來銀行? 例如: 出糧戶口, 自動轉賬或供款 (水電煤, 市政稅或樓按)

Yes 是

No 否

Q3a Current Product Usage

What types of BEAUK products / services are you using now?  
(You may choose more than one)

請問您現在使用東亞銀行英國分行的哪些產品/服務呢? (可選多於一項)

Current/Savings account	往來/儲蓄戶口
Time Deposit	定期存款
Debit Card	借記卡
Cyberbanking/mobile banking	網上/電話流動理財
Buy-to-let Mortgage	置業出租按揭
Safe deposit box	保管箱
Corporate banking service	企業銀行服務
Other, please specify	其他, 請註明

Q3b Future Product Usage

What types of BEAUK products / services are you planning to use/will you carry on using in the next 12 months? (You may choose more than one)

請問您計劃在未來 12 個月內使用或繼續使用東亞銀行英國分行的哪些產品/服務呢? (可選多於一項)

Current/Savings account	往來/儲蓄戶口
Time Deposit	定期存款
Debit Card	借記卡
Cyberbanking/mobile banking	網上/電話流動理財
Buy-to-let Mortgage	置業出租按揭
Safe deposit box	保管箱
Corporate banking service	企業銀行服務
Other, please specify	其他, 請註明

**Q4 Total Customer Satisfaction**

Overall speaking, how satisfied are you with the banking services offered by BEAUK?  
 整體而言，請問您有多滿意東亞銀行英國分行提供的銀行服務呢？

Highly satisfied	非常滿意
Satisfied	滿意
Neither satisfied nor dissatisfied	中立
Dissatisfied	不滿意
Highly dissatisfied	非常不滿意

**Q5 Customer Satisfaction in Recent Experience at different Touch Points**

Based on your recent experience, how satisfied are you with the below?  
 根據您最近使用東亞銀行英國分行服務的經驗，請問您有多滿意我們在下列各方面的表現呢？

	Highly satisfied 非常滿意	Satisfied 滿意	Neither satisfied nor dissatisfied 中立	Dissatisfied 不滿意	Highly dissatisfied 非常不滿意	Did not use this service recently 最近沒有使用該服務
Branch 分行						
Hotline 熱線						
Email 電郵						
Cyberbanking / Mobile Banking 網上/電話流動理財						
Debit Card with BEAUK MyCard App 借記卡及附屬應用程式						
BEA UK Mobile App BEA UK手機流動應用程式						

Please leave your information below if you want us to follow up with you:  
 如欲本行職員聯絡跟進，請填寫以下資料：

Name 姓名  
 Company Name (if applicable) 公司名稱 (如適用)  
 Phone Number 聯絡電話  
 Email 電郵

## Branch

### Q6a Branch Visits

Which branch do you usually visit?  
請問您通常到訪哪間英國分行呢?

London Branch	倫敦分行
Birmingham Branch	伯明翰分行
Manchester Branch	曼徹斯特分行

### Q6b Satisfaction of Branch Staff

How satisfied are you with the performance of BEAUK's branch staff in each of the following areas?  
請問您有多滿意東亞銀行英國分行職員在下列各方面的表現呢?

	Totally agree 非常同意	Agree 同意	Neither agree nor disagree 中立	Disagree 不同意	Totally disagree 非常不同意	Don't know/Not Applicable 不知道或不適用
Provides products and services that meet my needs 能夠提供我需要的產品和服務						
Has sufficient knowledge to respond to my enquiries 有足夠的知識處理我的查詢						
Handles matters accurately 處理事務準確無誤						
Provides efficient service 提供有效率的服務						

### Q7 Queueing Time

If you have visited our branch recently, how satisfied are you with the queueing time at the counter? (Please leave the answer blank if not applicable.)  
如您最近有使用分行, 請問您有多滿意在分行櫃檯輪候時間呢? (如不適用, 可跳過此題)

Highly satisfied	非常滿意
Satisfied	滿意
Neither satisfied nor dissatisfied	中立
Dissatisfied	不滿意
Highly dissatisfied	非常不滿意

## Hotline

### Q8 Satisfaction of Hotline Staff

If you have used our hotline recently, how satisfied are you with the performance of BEAUK's hotline staff in each of the following areas? (Please leave the answer blank if not applicable.)

如您最近有使用我們的熱線服務，請問您有多滿意熱線職員在下列各方面的表現呢？(如不適用，可跳過此題)

	Totally agree 非常同意	Agree 同意	Neither agree nor disagree 中立	Disagree 不同意	Totally disagree 非常不同意	Don't know/Not Applicable 不知道或不適用
Provides products and services that meet my needs 能夠提供我需要的產品和服務						
Has sufficient knowledge to respond to my enquiries 有足夠的知識處理我的查詢						
Handles matters accurately 處理事務準確無誤						
Easy to reach hotline staff during business hours 在辦公時間容易接駁至服務熱線						
Reasonable service waiting time (that is, the time it takes for staff to pick up the call) 等候職員接聽電話的時間合理						

## Cyberbanking

### Q9 Satisfaction of Cyberbanking

If you have used the BEAUK Cyberbanking recently, how satisfied are you with the platform(s) in each of the following areas? (Please leave the answer blank if not applicable.)

如您最近有使用我們的網上理財服務，請問您有多滿意這些介面在下列各方面的表現呢？(如不適用，可跳過此題)

	Totally agree 非常同意	Agree 同意	Neither agree nor disagree 中立	Disagree 不同意	Totally disagree 非常不同意	Don't know/Not Applicable 不知道或不適用
Easy to use and navigate 容易操作及瀏覽						
Quick to process my instruction/ transaction 迅速處理我的指示/交易						
Provides adequate features for my banking needs 提供足夠的銀行服務功能						

New online banking service features would you like us to add:

閣下希望本行增加的網上理財服務功能：

## BEA MyCard App

### Q10 Satisfaction of MyCard App

If you have used BEA UK MyCard App for your Debit Card payments, how satisfied are you with the card and the app in each of the following areas? (Please leave the answer blank if not applicable.)

如您最近有使用BEA UK MyCard App 應用程式以輔助您使用借記卡付款, 請問您有多滿意該應用程式在下列各方面的表現呢?

	Totally agree 非常同意	Agree 同意	Neither agree nor disagree 中立	Disagree 不同意	Totally disagree 非常不同意	Don't know/Not Applicable 不知道或不適用
Easy to use and navigate 容易操作及瀏覽						
Effectively supports my debit card payments 有助我以借記卡進行付款						
Convenient and secure when making payments 使付款更安全方便						
Easy to reach hotline staff during business hours for support 在辦公時間容易接駁至服務熱線以尋求支援						

New MyCard App features would you like us to add:  
閣下希望本行增加的 MyCard App 功能:

## Mobile App (BEA UK App)

### Q11 Satisfaction of Mobile App (BEA UK App)

If you have used our Mobile App recently (BEA UK App), how satisfied are you with the app in each of the following areas? (Please leave the answer blank if not applicable.)

如您最近有使用BEA UK App 手機流動應用程式, 請問您有多滿意該程式在下列各方面的表現呢? (如不適用, 可跳過此題)

	Totally agree 非常同意	Agree 同意	Neither agree nor disagree 中立	Disagree 不同意	Totally disagree 非常不同意	Don't know/Not Applicable 不知道或不適用
Easy to use and navigate 容易操作及瀏覽						
Quick to process my instruction/ transaction 迅速處理我的指示/交易						
Provides adequate features for my banking needs 提供足夠的銀行服務功能						

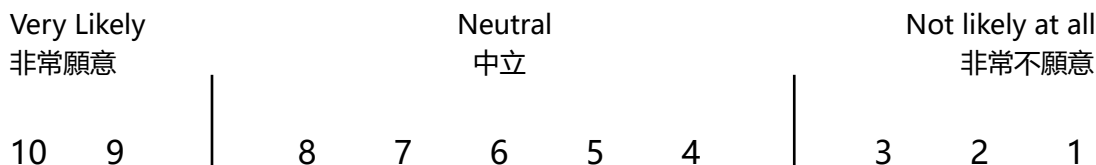
New BEA UK App features would you like us to add:  
閣下希望本行增加的 BEA UK App 功能:

**Q12 Net Promoter Score**

Based on your recent experience at BEAUK, how likely would you recommend BEAUK to a family member, friend or a colleague?

**10 represents very likely, 0 represents not likely at all.**

就最近您使用東亞銀行英國分行服務的體驗，請問您會否向身邊親朋或同事等推薦我們呢？10分代表非常願意，0分代表非常不願意。



**Q12a Net Promoter Score Comments**

If you would recommend BEAUK to others, would you like to tell us the reason(s) or share with us any good experience at BEAUK?

承上題：如您願意推薦我們給其他人，我們不勝感激。請問您可否與我們分享您對我們滿意的原因或您的一些親身經歷呢？

Thank you for your feedback above. Can you tell us any areas you would like us to improve to enhance your experience?

承上題：謝謝您的意見。請問您認為有哪些方面可以改善，令您能更滿意我們的服務呢？

**Q12b Suggestion for Improvement**

Lastly, are there any areas overall you would like us to improve to enhance your experience?

最後，以東亞銀行英國分行的整體服務來說，您認為有哪些方面可以改善，令您能更滿意我們的服務呢？

Thank you for completing this survey. We truly value the information you have provided.  
感謝您完成此調查。我們非常重視您提供的寶貴意見。

Please return this form by sending it to [info@hkbea.co.uk](mailto:info@hkbea.co.uk), or drop in to the Suggestion Box in the Branch. Thank you!  
請將完成的問卷發送至 [info@hkbea.co.uk](mailto:info@hkbea.co.uk) 或直接投入分行大堂設置的意見收集箱內以供本行處理。謝謝！