



Irish Association of  
Corporate Treasurers

# The Voice of the Customer

*Promoting the enterprise  
environment by meeting business  
banking needs*

Chair	Colm Moriarty	<i>President</i>	IACT
Panel	Lorcan Travers	<i>Investment and Liquidity Manager</i>	Johnson & Johnson
	Kevin Deery	<i>Group Treasurer</i>	Kingspan Group PLC
	John Finn	<i>Managing Director</i>	Treasury Solutions Ltd

# The Voice of the Customer



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- 1. What is the Bank's offering?*
- 2. What makes a good relationship?*
- 3. What is the Treasurer's wish list?*

Text **087 7610516** for questions/comments

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Panel	Lorcan Travers	<i>Investment and Liquidity Manager</i>	Johnson & Johnson
	Kevin Deery	<i>Group Treasurer</i>	Kingspan Group PLC
	John Finn	<i>Managing Director</i>	Treasury Solutions Ltd

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Irish Association *of*  
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- Audience Poll –Treasurers View
  - What is the view in terms of quality of the current business banking service provision?
    - a) Poor – doesn't align at all with the needs of business
    - b) Adequate – Partially meets the needs of business with significant room for improvement
    - c) Good - Fully meets the needs of business but can be improved
    - d) Excellent – Exceeds the needs of business – no improvement required

# The Voice of the Customer

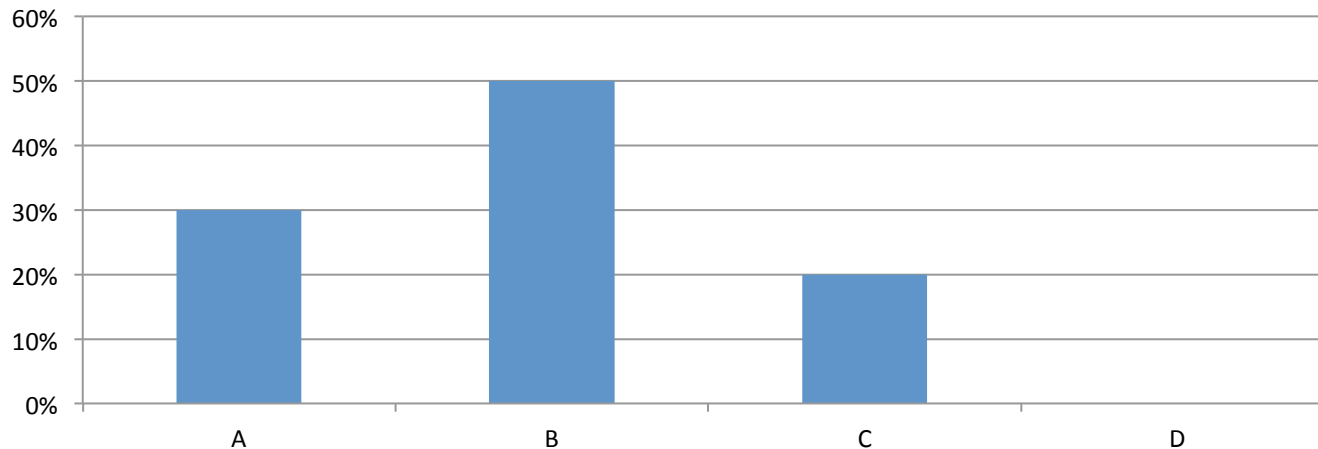


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- Audience Poll –Treasurers View

- What is the view in terms of quality of the current business banking service provision?

**Audience Poll Result**



# The Voice of the Customer



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- Audience Poll – Treasurer’s View
  - What is the most important factor in a business banking relationship? *The idea here is to identify that characteristic that is most prized by business in a banking relationship*
    - a) A direct point of contact
    - b) A working knowledge of the Client’s Business
    - c) Efficient and Timely delivery of services
    - d) Pro-active communication and follow up
    - e) Effective business banking expertise
    - f) Saying “yes” to everything

# The Voice of the Customer

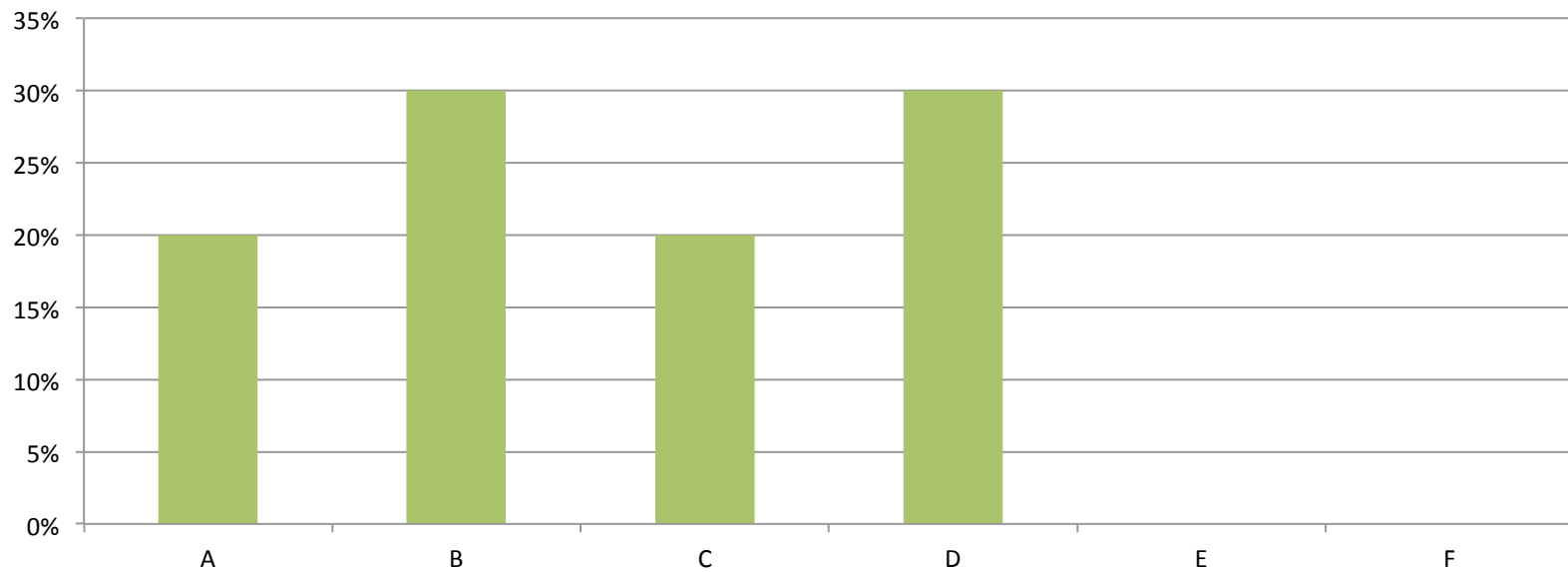


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- Audience Poll – Treasurer’s View

- What is the most important factor in a business banking relationship?

**Audience Poll Results**



# The Voice of the Customer



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- Audience Poll

- What is the most pressing need for business in terms of short term recovery

- a) Increased access to Credit

- b) Lower Bank Fees

- c) A stable banking sector

- d) Improved and Effective service delivery in line with business needs

# Voice of Customer Event

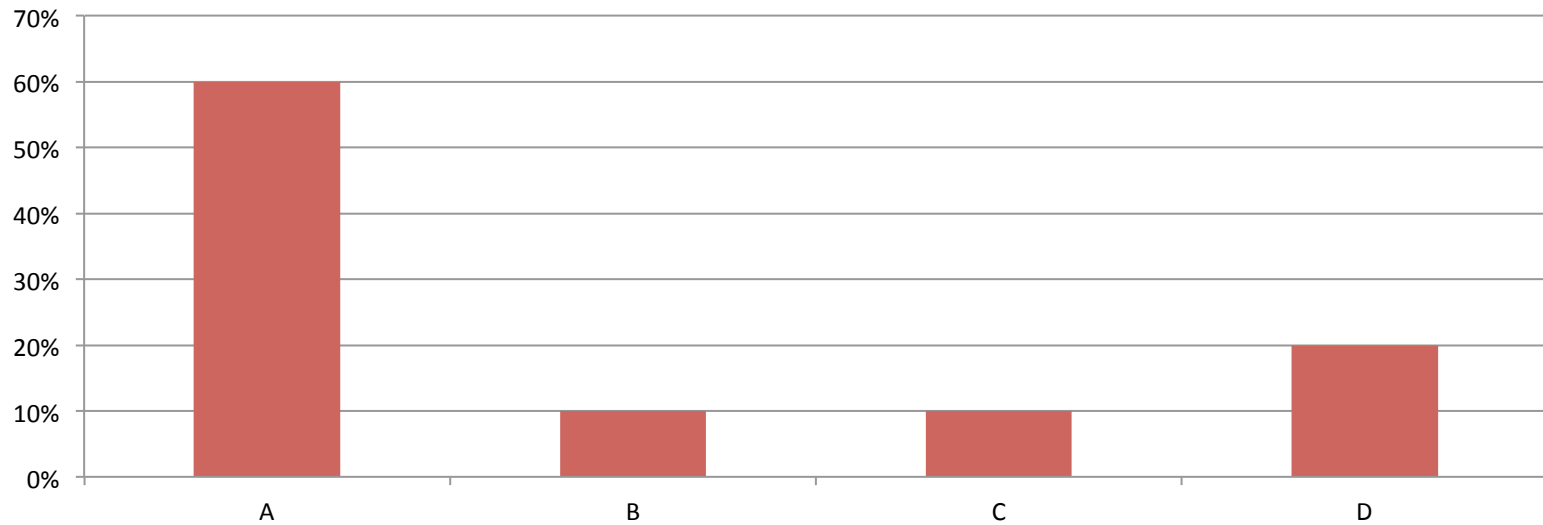


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- Audience Poll

- What is the most pressing need for business in terms of short term recovery?

**Audience Poll**





# The Voice of the Customer



Irish Association *of*  
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- Audience Discussion
  - Kick Off Question
    - What is the view of audience of the current banking environment?
      - What is working well?
      - What can be improved?



**Irish Association *of*  
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## **UPCOMING EVENTS 2014**

**Thursday, 1<sup>st</sup> May**

**Evening Meeting**

**The Future of Money**

**No 6, Royal College of Physicians, Kildare Street, Dublin 2**

**Friday, 20<sup>th</sup> June**

**IACT Golf Day**

**Dun Laoghaire Golf Club**

**Friday, 10<sup>th</sup> October**

**Annual Dinner**

**The Shelbourne Hotel, St Stephen's Green, Dublin 2**

**Thursday, 6<sup>th</sup> November**

**Conference - Gibson Hotel, 02 Village, Dublin 1**

# Voice of Customer Event



Irish Association of  
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- Networking and Refreshments

