

Questions for a New Customer Survey: The Components of Trustworthiness

1.) I was put at ease in my conversations with [X]; I knew what to expect from him or her.

Strongly Disagree Disagree Neutral Agree Strongly Agree

2.) The things [X] explained to me were logical and clear.

Strongly Disagree Disagree Neutral Agree Strongly Agree

3.) If there were any problems with my new accounts or services [X] didn't blame others but just worked to quickly resolve the problem for me.

Strongly Disagree Disagree Neutral Agree Strongly Agree

4.) I felt that [X] gave me the whole picture and told me the whole truth about services available.

Strongly Disagree Disagree Neutral Agree Strongly Agree

5.) [X] seemed like a real person; he or she wasn't afraid to say "I don't know the answer to that."

Strongly Disagree Disagree Neutral Agree Strongly Agree

6.) The people I dealt with at the bank were consistent and predictable.

Strongly Disagree Disagree Neutral Agree Strongly Agree

7.) I felt that [X] was truly interested in what was best for me and my situation.

Strongly Disagree Disagree Neutral Agree Strongly Agree

8.) My financial situation is very personal, possibly a little embarrassing, yet I felt comfortable talking with [X] about it.

Strongly Disagree Disagree Neutral Agree Strongly Agree

9.) [X] talked my language; I could relate to what he or she was saying.

Strongly Disagree Disagree Neutral Agree Strongly Agree

- 10.) They kept their word and met the commitments they made to me.
- Strongly Disagree Disagree Neutral Agree Strongly Agree
- 11.) The conversations I had with the bank's personnel were real; they weren't scripted.
- Strongly Disagree Disagree Neutral Agree Strongly Agree
- 12.) [X] answered all my questions and really seemed to know what they were talking about.
- Strongly Disagree Disagree Neutral Agree Strongly Agree
- 13.) I was comfortable when [X] asked questions or raised topics that others in might avoid out of fear of appearing controversial or intrusive, because I felt he or she had my interests at heart.
- Strongly Disagree Disagree Neutral Agree Strongly Agree
- 14.) [X] seemed to understand that money is an emotional topic and was empathetic with the way I might feel.
- Strongly Disagree Disagree Neutral Agree Strongly Agree
- 15.) I felt I was being *heard*, not being *sold* the bank's various services.
- Strongly Disagree Disagree Neutral Agree Strongly Agree
- 16.) I was confident that [X] was an expert and that I was talking with the right person.
- Strongly Disagree Disagree Neutral Agree Strongly Agree
- 17.) [X] made sure there were no surprises in my dealings with him or her; they kept me informed along the way.
- Strongly Disagree Disagree Neutral Agree Strongly Agree
- 18.) I'm confident that information I shared with [X] will not go any further.
- Strongly Disagree Disagree Neutral Agree Strongly Agree
- 19.) [X] did what he or she said they would; they were rigorous about follow through and delivering on promises or letting me know if they couldn't meet a commitment.
- Strongly Disagree Disagree Neutral Agree Strongly Agree
- 20.) [X] gave me the impression that they would be happy if I was satisfied with my service, regardless of how much business I am doing with the bank or how big my accounts or loans are.
- Strongly Disagree Disagree Neutral Agree Strongly Agree