

Building Customer Loyalty...

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Larry Roache
Continuity Programs, Inc.
PO Box 28
Whitman, MA 02382

Dear Larry,

I just wanted to let you know how valuable we are finding the Building Customer Loyalty Program. We have been in the program for approximately three years and find the information we obtain, especially from the surveys, to be extremely helpful. We tried to do an after closing survey internally for many years and the rate of return was dismal. The rate of return we receive through BCL program has been around the 30% range – incredible!

The flexibility to brand and customize the collateral pieces going to the customer is huge. Chittenden prides itself on being a relationship bank so having another opportunity to let our customers know about the bank's other products is one of our prime adjectives that this program helps to meet. We get countless response cards requesting additional information on home equity loans for example. Those response cards give the loan officer the opportunity to cross-sell one of their customers to the branch personnel to further deepen the customer's relationship.

Another piece of the program we find extremely helpful is the bi-annual Management Report. This gives us the feedback we have received throughout the year through countless surveys in one concise report. I use this report to pinpoint any issues my Loan Officers may be having with communication, closings, etc.

All of this and I have failed to mention the best aspect of this system, it increases our business! Most of the loan officers, although they realize the importance of keeping in touch with past customers, have not had the time or the technology available to them to do this on their own. This program allows them to do just that, stay in touch with past customers as well as ask for referrals, thus increasing production.

Whenever we have that rare occurrence of needing to have something corrected, the staff at CPI is always courteous and extremely helpful.

Please feel free to use this letter as a referral.

Sincerely,

Janet B. Knutsen
Vice President/Sales Manager
Residential Mortgages