

Customer Feedback Form

Name _____

NRIC No _____

Telephone No _____ (Home) _____ (Mobile)

Email _____

Trading A/C No _____

Did you visit us at PWC Building during the last 6 months?
 Yes No

If yes, when? _____

If not, please proceed to Sections B to E and tick the relevant boxes

A. SERVICE COUNTER STAFF

What was the general attitude of the counter staff?

- Personalized Professional Efficient Competent
 Rude Unhelpful Inattentive Snobbish

The overall customer service experience to me was

- Excellent Pleasant Can be improved

B. TRADING REPRESENTATIVE

Dealer Remisier Name _____

How often does your Trading Representative contact you?

- Everyday At least once a week
 At least once a month At least once every quarter
 At least once every 6 months Never

How frequently do you trade?

- At least four times a month At least twice a month
 At least once a month At least once every quarter
 At least once a year
 Others, please specify _____

What is your average trade size?

- <10K >30K >50K >100K

I would describe my Trading Representative as:

- Proactive Responsive
 Easily accessible Not well informed
 Unhelpful Pushy
 Others, please specify _____

C. RESEARCH

How would you describe our research?

- In-depth Insightful Focused Reliable Can be improved

D. ORGANIZATION

How would you describe DBS Vickers as compared to its competitors?

- Competitive (in terms of pricing, research, service, product offering etc)
 Lacking / If so, please state in what way _____

E. OTHERS

What types of promotions / activities would appeal to you?

- Loyalty Programs Promotional Launches
 Educational / Investment Seminars
 Others, please specify _____

Do you trade with other broking houses?

- Yes No

If yes, which broking houses do you trade with?

- UOB Kay Hian OCBC Securities
 CIMB-GK Kim Eng
 Phillip Securities Others _____

What trading facilities do you have?

- Margin Trading Account Securities Borrowing and Lending
 Optimal Cash Account FX & Futures Margin Account
 Others _____
 Please call me, I would like to find out more.

How do you make an investment decision?

- Instinct / Market Trends
 Research reports
 Trading Representative's advice
 From friends, colleagues or family members
 Others _____

How frequently would you like to receive updates on research / market news (emails and phone calls included)?

- At least 3 times a week At least once a week
 At least once every fortnight Never

How would you like to be contacted?

- Email Phone SMS

WRITTEN FEEDBACK

Please provide us with your written feedback.

- Compliment Complaint / Feedback Suggestion Enquiry

Your feedback is important to us and it will receive our immediate attention. If you have any queries, please call (65) 6533 9688 or fax us at (65) 6226 8033. Thank you.

FOR OFFICE USE ONLY

Date Received

Reference

Your Feedback



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Singapore 048424
Attn: SQ Department

Pen down your thoughts.
Tell us how you feel.

Because at DBS Vickers,
your feedback makes a difference.