



**Where Eagles Soar Inc.  
Pat Palmer, Principal & CEO  
E-Journal Newsletter  
e-Vol. No. 1**

# ***Eagle Net***

## **Consumer Views on Privacy (USA Ponemon Institute Survey)**

**Question:** How many notices of a privacy breach does it take before you lose confidence in your banker's information security?

1 – 31%; 2 – 46%; 3 – 12%; >3 – 10%

*Note:* Ensure that your regular audits/operation reviews include privacy verifications.

## **Canadian Credit Union's Christmas Patronage Bonuses**

Steinbach Credit Union (Manitoba) paid out a late Christmas gift of \$3 million to its members. Payouts ranged from \$1 to \$5,000.

## **Cheque Specification Changes – Canada**

The Canadian Payments Association released changes to cheque specs, which must be conformed to by December 31, 2006. This will permit national electronic processing and truncation.

## **RBC Financial Group Most Respected Corporation**

For the third time, Canadian CEO's have selected Royal Bank as the most respected corporation. Positive news during tough times.

## **CIBC Information Error on Customers' RRSPs**

CIBC's President's Choice Financial sent erroneous information to the Canada Revenue Agency on approximately 4,000 customers who received tax bills for RRSP's they didn't redeem.

*Note:* The Superintendent of Financial Institutions is investigating the last mistake of branches faxing customer data to a third party in the USA.

# ***Eagle Net***

Page 2.

## **USA Annual JP Power's Mortgage Satisfaction Survey**

Top 5 - USAA (869/900)

- World Savings (779)
- BBIT (766)
- B of A (761) up from 10<sup>th</sup> spot previous year
- Cendant (760) up from 17<sup>th</sup> spot previous year

## **B of A Online Banking Study Results**

- 12.4 million bank on line (72% increase year over year)
- 5.6 million pay bills on line (75% increase – introduced free bill payment)
- Most popular segment users (1) Younger customers (convenience), and (2) Older customers (secure way to manage multiple accounts)

## **American Banker's Executive Forum**

Sources of Mortgage Originations:

- 58% - Branches; 14% - Brokers; 13% - Retail Mortgage Branches;
- 4% - Internet/Phone

## **Eagles Recommendation**

Women Segment – WESI still recommends more effort and customization in attracting and retaining women customers for both their personal and entrepreneurial dealings. Some larger banks have set up internal Women Financial Groups. Their strategies focus on networking opportunities, seminars and tailored banking products, as well as channels. Remember, women more and more have domestic and business spending power. Once they become convinced as to "the right banker", women tend to consolidate their dealings and refer their friends.