

## *Our mission...*

...to excel in meeting the financial needs of a growing membership by providing high quality, competitive products and outstanding customer service.

## *Our values...*

Six key values inform the way we conduct our business relationships with customers, staff, and other stakeholders.

### **Members**

We will act in our members' best interests by listening and responding to their needs and opinions and by maintaining a financially strong and stable Society.

### **Professional Service**

We will provide an excellent, friendly, high quality service through our head office, branch network and other appropriate channels, ensuring that the diverse needs of customers are met.

### **Staff**

We will promote a caring, challenging and productive team environment in which staff are encouraged to contribute to the Society's objectives through performance recognition.

### **Mutuality**

We will promote the benefits of mutuality to reinforce loyalty – from our members and from the local communities which we serve.

### **Fairness**

We will deal with our customers and staff fairly, honestly and with the highest integrity, reflecting our belief that openness and trust are fundamental to fostering long-term, rewarding relationships.

### **Value for money**

We will manage our business prudently to ensure we offer competitive, value-for-money products.

## **Branches and agencies throughout Staffordshire, Cheshire, Shropshire and Derbyshire**

Member of the Building Societies Association

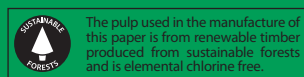
We subscribe to the Banking Code which sets out standards of good practice and provides valuable safeguards for customers.

Authorised and Regulated by the Financial Services Authority

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# Getting it right?

Aiming for the highest service standards



The *friendlier* face of finance

## CUSTOMER CARE

