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## Credential Direct Named Top Brokerage Firm for Customer Service in Canada

**TORONTO, ONTARIO--(Marketwired - Jan. 29, 2015)** - Credential Direct provides the quickest customer service responses amongst Canadian online discount brokerage firms, according to a yearlong mystery shopping program conducted by research and business analysis firm Survisor. Qtrade Investor and Scotia iTRADE rounded up the top three. The results indicated that online brokerage customers are being better serviced than online banking customers, as the top five brokerage firms respond over 2 hours quicker than online banking firms.

"The Canadian brokerage industry continues to improve its response times and dominance over Canadian banking and credit union firms," said Glenn LaCoste, President of Survisor. "Credential Direct, on average, responds in less than 2 hours to our emails and should be commended for its efforts as they not only outperform their brokerage peers, they outperform the best banking firm by 4 hours," added LaCoste.

"At Credential, we consistently strive to deliver the best customer service experience to our partners and customers. This award from Survisor, recognizing how our customer service outperforms both brokerage and online banking firms, is an affirmation of the high-touch service philosophy we stand by," stated Credential's Kim Thompson, Senior Vice President, Advisory Services, Credential. "In a fast paced industry where our clients need efficient and quick responses, we are very pleased to be recognized for being the best in delivering that service."

The Service Level Assessment (SLA) program, now in its 9th year, analyzed 178 'mystery shopper' service enquiries, per firm, sent between January 1st, 2014 and December 31st, 2014 to over forty Canadian online brokerage and banking firms. Survisor determines the average response time to service enquiries over the year and calculates a Service Level Index per month for each firm. In addition, Survisor tracks every detail of correspondence including the time to respond, the performance of the stated response guidelines through auto-responses, the full dialogue and the accuracy of the answer provided.

Complete rankings for both brokerage and banking can be found at [www.survisor.com](http://www.survisor.com).

For further information regarding the results, the ongoing SLA program, associated reports and access to the data via scorView, contact Survisor at [results@survisor.com](mailto:results@survisor.com).

### About Survisor Inc.

Survisor Inc. is a Canadian leader in the analysis and ranking of Canadian online services offered to retail consumers. Survisor produces seasonal feature and functionality audits, including its prominent *Online Discount Brokerage, Online Banking and Mobile Banking scorCards*. All studies and analyses serve as industry benchmarks for consumers and industry participants by identifying online offerings considered to be leading-edge as compared to the industry standard.