

# Britain's Favourite Credit Lenders Unveiled

*Survey data commissioned by leading global customer experience expert, Webhelp, has revealed that Brits would be most likely to take out credit with Santander*

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Spanish banking giant Santander tops the list of lenders UK customers would be most likely to take out a loan or credit card with, according to the most recent consumer research conducted by global customer experience expert, [Webhelp](#).



Overall 18% of the 500 consumers surveyed said they would be most likely to take out a credit card or loan with the Madrid-based bank. In second place, with 16% of the vote was Halifax/Bank of Scotland and a further two points behind, at 14%, was RBS/Natwest. Joint fourth, with 10% of the vote were HSBC and Tesco Bank.

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While the reputation of a brand takes time to recover when trust has been lost, putting in place market leading customer experience solutions can help to bring customers back or keep them loyal.”

*David Turner, CEO Webhelp  
UK, India and SA*

However, men are much more likely to favour the European bank than women, with 20% of men opting for Santander as opposed to 15% of women. In fact, Santander was the third choice for women, behind Halifax/Bank of Scotland and RBS/Natwest, who tied for first place with 16% of the female vote.

David Turner, CEO of Webhelp UK, SA and India, said: “The people in our survey stated that trust and an excellent customer experience were crucially important to them in their choice of lender. These results indicate that perhaps UK banks are still struggling to regain the trust lost during the financial crisis – especially with men.

“While the reputation of a brand takes time to recover when trust has been lost, putting in place market leading customer experience solutions can help to bring customers back or keep them loyal.

“It is crucial for companies to take a close look at their customer experience solutions and ask themselves if they are really delivering what their customers want.”

The Top 10 credit lenders, as identified by the Webhelp survey, are as follows:

1. Santander - 18%
2. HBoS - 16%

3. RBS/Natwest - 14%
4. HSBC - 10%
5. Tesco - 10%
6. Sainsbury's - 7%
7. M&S - 5%
8. Virgin - 4%
9. Nationwide - 3%
10. Lloyds - 2%

For more information from our survey view our [infographic](#).

<http://www.webhelp.com/en-gb/news-insights/news/britains-favourite-credit-lenders-revealed/>



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#### About Webhelp

Global customer experience and business process outsourcing expert Webhelp, offers a multi-channel and multi-lingual network of more than 35,000 advisers worldwide. With turnover trebled in five years to reach 886 million at the end of 2016, the group is experiencing the fastest growth of any business in its sector.

More than 500 clients trust Webhelp with the management and optimisation of their dedicated customer relationship solutions, both for management devices (customer service, technical support) and for acquisition and retention solutions, as well as for operational consultancy.

In contact with more than 500,000 consumers each day, Webhelp partners with its clients in the design and improvement of the customer journey, as well as in the deployment of tailor-made solutions, through the capture and analysis of multi-channel data.

Webhelp is a socially responsible company that invests in its human capital. The respect and development of employees and equal opportunities are key elements of the group's CSR commitment. Webhelp has been owned by its management and KKR, a major investment fund on an international scale, since March 2016.

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