

The strengths of the Co-operative Banks

PROXIMITY

Proximity: Close to the customers

Local co-operative banks usually have good physical proximity owing to their dense networks of branches. They are also part of the customers' community, which enables them to understand their local customers and speak their language.

Co-operative banks operate at the heart of society and speak the language of their customers and members. They are literally and figuratively close to their customers and know them very well through their participation in numerous social networks. Proximity to their customers is reinforced further by actively supporting the local communities.