

The strengths of the Co-operative Banks

1. TRUST

Trust: The cornerstone of co-operative banking

Trust is essential in the relationship between a bank and its customers. For co-operative banks trust means that they operate from the perspective of serving the customers' interests. This is because co-operative banks are in the unique position of not having profits maximisation as their primary goal

Trust has traditionally formed the cornerstone of the financial sector and is the cement that binds co-operative banking. The co-operative banks, their members and customers have confidence in one another. They know and invest in each other. Another key factor for building trust is that co-operative banks literally operate close to their customers thanks to their high branch network density. Trust demands personal contact and the co-operative banks meet this requirement.