



## **ValueLink boosted by strong client feedback**

The accuracy, coverage and timeliness of ValueLink financial data have been enthusiastically endorsed by the financial institutions subscribing to the company's services.

As part of its continuous improvement programme, ValueLink sent a comprehensive questionnaire to its clients in June. In addition to data quality issues, the survey covered IT capabilities and different aspects of client administration and communication, with a view to identifying areas of potential improvement. ValueLink were encouraged by the percentage of clients who took part and indeed the quality of client responses.

The findings indicate that ValueLink has raised the performance bar yet again. Without exception, all respondents rated the timeliness of its pricing data, corporate action data, standing data and dividend and income data as 'good or excellent'. More specifically, the corporate action and standing data ValueLink provides was unanimously rated as being of the same standard for its accuracy and coverage. Pricing data coverage was rated as 'good or excellent' by 97% of respondents, with over 90% rating its accuracy in these terms.

On the account management front – an especially important area in an offering that involves bespoke client-specific services – 94% of respondents rated the service provided by their ValueLink client administrator as 'good or excellent'; 87% felt that this standard was maintained even when this key contact was not available in person. Virtually all respondents felt that the level of contact provided by both their client administrator and ValueLink as a whole was ideal.

Another business-critical area – the reliability of ValueLink's IT infrastructure – was unanimously rated as 'good or excellent'. For the vast majority (93%), the same was true of the company's speed of response to IT issues. 96% similarly rated its speed of response to file or data enhancements, and the effectiveness of how they were made aware of additional services and reports.

As to the frequency and content of review meetings, nearly 70% deemed their current provision to be ideal. Some 30%, however, indicated that although they were satisfied with the content, they would prefer the meetings to be more frequent.

“This is an issue we will be acting on straight away,” said Operations Director Trevor Beach. “After all, this was the whole point of our conducting this survey: to highlight specific areas where we can align our services even more closely with what our clients need.”

As an indicator of how positively the exercise was received by the many leading institutions that participated, no less than 18% of respondents elected to take part in cross-company operational overviews, which are currently being arranged.

For ValueLink CEO Stephen Choate, the survey proved an unqualified success: “We were greatly encouraged by the whole exercise. The results confirm that we are on the right track for providing what we aspire to: the highest levels of client satisfaction in the industry. And the enhancements we’ll be implementing as a result of this latest survey will strengthen our position even further.”

#### **Editors Notes**

ValueLink Information Services Limited supplies fully validated global securities pricing, dividend data, corporate action information, security masterfile data and net asset value and unit price valuations for all instrument types globally. Data is used in a number of scenarios as either primary data source, single data source or benchmark feed by banks, institutional investment houses, fund administrators and unit trust managers in the UK, Ireland, Europe and US.

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