



The *friendlier* face of finance

Leek United Building Society is the UK's 21st largest building society in the UK. The society, which was established in 1863, employs 160 staff both at its Head Office in Leek and its branch network throughout Staffordshire, Derbyshire, Cheshire and Shropshire.

Leek United has a staunch commitment to its members. It has preserved traditional values but, over the years, has transformed itself into a modern, forward-thinking society by embracing technology, and modern business methods.

As part of the ongoing policy towards continual improvement and convenience of member services Leek United realised that, by providing an alternative voting solution at their AGM it would help improve and build upon member communication. It was recognised that, in this time-poor environment, providing members with a convenient, flexible system available 24 hours, 7 days a week would be of benefit to them.

Not just a vote counting system ...

As well as actively encouraging members to vote, the society also requests honest member feedback regarding its performance over the previous 12 months. Howsons Electoral Services solution enables the society to obtain members' views by a paper, or online survey, on various topics ranging from rating the overall efficiency of service to the frequency of the society's communication with its members.

"Leek United would not have any hesitation in recommending Howsons Electoral Services to any other organisation and, indeed, we have already done so." Carol Rowley, Marketing

More information from:

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CASE STUDY: Leek United Building Society

Why did you select the Howsons Electoral Services System?

Having reviewed the options available to us, it was felt that Howsons Electoral Services could provide us with the service that our members deserve. They have a proven track record regarding their ability to provide this service and they were local, which was a very important factor to us.

What benefits have you seen since moving to online voting?

As independent scrutineers, the expertise of Howsons Electoral Services has enabled the Leek United to review the whole of its AGM voting process, not only the introduction of online voting. The professionalism and dedication of their staff has helped Leek United to ensure that the availability of online voting to our members was undertaken in a very clear, concise manner and the online image provided a positive message. Howsons Electoral Services are also available if members wish to discuss any aspect of online voting.

So has it been a success?

- ✓ 2.1% increase in return since using Howsons Electoral Services
- ✓ 165% first year increase for online voting
- ✓ Year on Year increase on paper, online and questionnaire returns