



the most  
**COST EFFECTIVE**  
way of doing business

30 March - 3 April 2009  
Palais des Festivals  
Cannes - France

21.12.08

HOME

THIS WEEK'S NMA

NEWS

FEATURES

COMMENT

VIEWPOINT

JOBS

RESEARCH

DIARY

SUPPLIER DIRECTORY

USEFUL LINKS

NMA LIVE

WEB REGISTER

TOP 100

WEBINAR

INTERNET

MOBILE

TV

SEARCH

NEWSFEEDS 

NMA PODCAST

SUBSCRIBE

## INTERNET

### Credit card websites fail to offer satisfactory service to customers

Article Type: **News** | Author: Suzanne Bearne | Source: NMA magazine | Published: 17.04.08

Credit card websites are failing to provide a satisfactory level of service for customers, according to research by Global Reviews. The customer experience benchmarking company analysed 12 credit card sites across the industry to create a benchmark of best practice with more than 540 different criteria. Customer support, prospective customer information, online application and site navigation were assessed. While the industry average score was 48%, First Direct scored well below average...

Full Article

### Breaking News Media, Internet & Online Marketing News

Yell.com to provide local listings on Ideal Home Show site

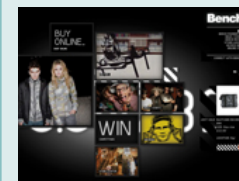
Social network Xing acquires Socialmedian

Microsoft rolls out Live Search for the iPhone

Lily Allen's new album to be pushed by viral game

Universal rolls out iPhone site to push new movie

### Site Inspection



**Bench**

Owner: Bench



Be part of the **most forward-thinking interactive forum** addressing the key challenges of online, digital & interactive marketing

This content is only accessible to subscribed users of NMA.co.uk. If you have already subscribed you can access this content by entering your details below:

Email Address

Password

Remember me

[Forgotten Password](#)



**REGISTER**  
**Search the latest New Media & Online Marketing Jobs**



- Receive our daily and weekly email alerts
- Receive tailored job alerts by email

---

**SUBSCRIBE**  
**Subscribe**  
**to New**  
**Media Age**  
**(NMA)**  
**Magazine**

**Subscribe**  
**SUBSCRIBE ▶**

- Weekly copies of NMA, the UK's only weekly magazine devoted to interactive media, marketing and advertising
- Over twenty supplements a year, covering the markets hot topics in depth
- Daily and Weekly email alerts keeping you abreast of the the most important news stories
- Full access to all areas of nma.co.uk including breaking news, site specific content , latest research and a fully searchable archive going back over ten years.

---

**ACTIVATE**  
**Activate**  
**New Media**  
**Age (NMA)**  
**Magazine**  
**Subscription**

**Activate**  
**ACTIVATE ▶**

Already have a paid magazine subscription? Activate your online subscription for free.

---

Copyright **Centaur Media plc** Registered No 4948078 England.  
Registered Office St. Giles House, 50 Poland Street, London W1F 7AX.  
All rights reserved.

**About Us | Contacts | Site Map | Advertising | Terms & Conditions**  
**Privacy Policy | FAQs | Subscribe**