

Investment Trends: CMC Markets stand-out winner for Customer Satisfaction

SYDNEY, August 14, 2014: CMC Markets Stockbroking has taken out the "Best Customer Satisfaction" category after achieving the highest average satisfaction rating in 12 of 16 service areas in the key findings of the Investment Trends 2014 First Half Online Broking Report.

In the new Investment Trends report, [CMC Markets Stockbroking](#) achieved the highest client satisfaction for:

- Overall quality of service
- Value for money
- Functionality of platform & website
- Ease of use of platform & website
- Commissions & pricing
- Education materials & programs
- Email customer service
- Provision of company research
- Choice of investments
- Active trader platform
- Telephone customer service
- Charting

For the third consecutive year, the newly released findings also show that CMC Markets Stockbroking retains the highest advocacy score in the industry* maintaining the company's benchmark as Australia's most recommended stockbroker.

CMC Markets Stockbroking, Australia's fifth biggest stockbroking company (with 6% primary market share*) seized the "Best Customer Satisfaction" accolade.

Andy Rogers, Head of CMC Markets Stockbroking says now more than ever, frequent traders are seeking value differentiators in conjunction with an online trading platform that can offer the best tools and functionality.

"Traditionally our hallmark has been innovation and we consistently invest in technology to maintain that position with frequent traders," says Rogers.

Most recently, CMC Markets Stockbroking became the first broker to offer Australian investors with access to the new ASX [mFund settlement service](#), offering clients a more efficient way of buying and selling unlisted managed funds.

"By connecting with the ground breaking mFunds offering, our clients now gain a consolidated view of their portfolio's *total value* on the CMC Markets platform," says Rogers.

The new Investment Trends 2014 First Half Online Broking Report clearly outlines CMC Markets Stockbroking as the online broker with the highest customer satisfaction.

Rogers says the Frequent Trader Program has been extremely successful in delivering to the niche needs of even the most demanding frequent traders.

“It’s our view that Australian investors don’t need to consolidate their wealth with just one institution, they should look for providers that offer best value and integration with third parties delivering best of breed technologies, traditionally found on professional-only platforms,” says Rogers.

Signalling CMC Markets Stockbroking future direction for 2014 and beyond, Rogers advises, “We have a number of significant technology improvements within the pipeline that will connect investors with multiple service providers within the financial services eco system value chain. This holistic approach will continue to drive a compelling proposition to switchers demanding the best tools, features and value from their broker”.

CMC Markets Stockbroking also placed first for 'the provision of company research' and '[education](#) materials and programs'.

"Our award-winning educational materials have industry-wide recognition and our focus on strategic partnerships ensured CMC Markets Stockbroking was first in Australia to offer traders the Screener's star-rated reports on ASX and global stocks; Trading Central's live technical analysis; plus portfolio management and tax tools by Sharesight, which significantly reduce administrative tasks and reduce the burden of taxation returns," added Rogers.

The new report highlights CMC Markets Stockbroking has recently made (research) improvements to their premium platform including an affiliation with Sharesight.

Rogers believes the breadth of offering CMC Markets Stockbroking offers frequent traders will be the key to unlocking and driving the switching process.

"In terms of winning greater market share, CMC Markets provides traders with a plethora of compelling reasons to switch to our Frequent Trader Program," says Rogers.

"Frequent traders want the best brokerage costs, an easy to use platform with great tools, charting and pricing. Moreover they want their broker to provide high quality customer service, which makes doing business with CMC Markets easy".

In the coming months CMC Markets dedicated in-house IT experts plan to unveil more innovative proprietary technology to its stockbroking customers - demonstrating to those traders considering switching that the best platform, features and tools are attainable alongside best value.

Ends.

*By number of primary relationships.

About Investment Trends 2014 First Half Australia Online Broking Report

The Investment Trends 2014 First Half Online Broking Report is based on a detailed online survey of investors conducted between 28 April and 22 June 2014, for which they received 12,398 responses from investors, making this one of the largest ever surveys of Australian investors.

About CMC Markets Stockbroking

The CMC Markets Group, a leading independent financial services provider, offers a range of investment products and investment tools including Contracts for Difference (CFDs), shares, options, listed managed investments, warrants, interest rate securities. In 2007 CMC Markets launched its broking service, CMC Markets Stockbroking, which is now one of the few remaining non-bank aligned, online stockbrokers in Australia. CMC Markets Stockbroking is a participant of the ASX Group and is regulated by ASIC in Australia.

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