

## **Warwickshire business expert hails new approach by bank**

Banks traditionally offer a range of financial services but have not taken an active role in business promotion common within the professional and business services sector, according to Kieran O'Brien, a business advisor based in Warwickshire.

"Customer feedback is always welcome and we encourage our client relationship managers to introduce customers where mutual business interests exist," commented Gary Saxon, Senior Manager at Lloyds TSB Commercial in Coventry. "We also make our meeting rooms available upon request to facilitate these and other initiatives, a service much appreciated by our customers."

"This proactive approach to stimulating business is very welcome and brings added value to the bank/business customer relationship," added Kieran, Owner/manager of DenovO and client of Lloyds TSB Commercial. "We provide advisory and management services to companies and expect this initiative to not only benefit the bank's customers but also to repay Lloyds TSB long term as mutual and better performing companies require additional funding to further growth."

**ENDS**