



Same service.
Same company.
New name

How will the company's re-branding influence customer service?

Getting you there.

FORTIS 

How will the rebranding of MeesPierson Reads as Fortis in Guernsey affect a business which has served clients in the Channel Islands for over 100 years? Rick Denton, Group Marketing and Business Development Director, sheds light on the change and how it will benefit clients.

"Our Guernsey Group has been part of the Fortis group for several years and the way we deal with our clients will be in the same professional manner as always. We believe that re-branding as Fortis Guernsey will enable us to serve you better. Working with our partners, we will be able to bring you a wider range of services with more specialised knowledge and in more countries than before.

Already we believe that we are the only Guernsey organisation that can offer a unique combination of excellent fiduciary services, really personalised investment management, superior tax services and fully-fledged private and institutional banking. Last year we moved into our impressive new premises at Martello Court. The building underlines the tremendous investment that Fortis has made in our Guernsey business.

We recognise that this gives us a very strong base from which to expand, both organically or through acquisitions, and we have ambitions to be the one of the most powerful financial services organisation in the Channel Islands. We believe that it is important to have the right name and image. The re-brand will furnish us with a vibrant and stimulating new look, coupled with an association with the fastest growing major financial services company in Europe. We are confident that our goals will be achieved.

But will this new name and image mean that clients will also have to build new relationships with different team members looking after their requirements?

Absolutely not. We recognise that the relationships we develop are vital to the success of our business. We pride

ourselves on the professional care with which we manage our clients and the standard of service that we offer. Your requirements will continue to be managed by the same local team many of whom have worked with us for a very long time. The same motivated and highly professional people will be at the forefront of our business dealing with the client.

The company has been in Guernsey since 1900 and the MeesPierson Reads name stands for many things: close personal service; local knowledge and world-wide presence with the strictest levels of confidentiality. Under the new arrangements none of these vital ingredients will change. In fact, we see this as an opportunity to build on these values and make them stronger.

You will see a new look and feel to our brochures and literature, although we will retain local imagery and continue to display Martello Towers. Our strong links with the local sporting community will continue. Fees will not go up as a consequence either as the whole re-brand has been budgeted centrally.

We firmly believe that this is our last re-branding exercise. We have to look at name changes as part of an overall strategy for growth for our Guernsey group. We started as an accountancy company and have subsequently allied ourselves to a major banking group. As the bank and the business has grown and become ever more capable the names and look have changed too. Now we believe that we have created the right platform and image for a successful future for ourselves and our clients. We look forward to the future with confidence as 'Fortis' in Guernsey."

Rick Denton

Group Head of Marketing and Business Development
Fortis Guernsey

email: rick.denton@gg.fortis.com