

## Canada Retail Banking Satisfaction Study



The **J.D. Power Canada Retail Banking Satisfaction Study<sup>SM</sup>** analyzes retail banking customers' satisfaction with their primary financial institution and the impact it has on bottom-line metrics, such as retention, loyalty, and advocacy. The study provides critical benchmarking information and identifies the dominant factors that drive retail banking customer satisfaction. In addition to measuring customers' perceptions of their bank's ability to meet their expectations, the study also provides a series of measurable and actionable Key Performance Indicators for satisfying customers.

“ IN COMPARISON TO THEIR U.S. COUNTERPARTS, CANADIANS ARE MORE SELF-SERVICE-ORIENTED, WHICH PRESENTS GREAT OPPORTUNITIES FOR DIGITAL BANKING. ”

Bob Neuhaus  
Vice President, Financial Services, J.D. Power



**47%** of retail banks customers now categorized as “digital-centric.”



**32%** of customers are digital-only customers who do their banking solely online or with a mobile device.

### Deliverables:

Two Times Per Subscription Year

- Executive briefing document highlighting key trends and insights across the industry
- Scorecard benchmarking firm performance compared with the industry across key drivers of satisfaction, as well as loyalty and advocacy metrics
- Competitive survey data and industry reports including information on customer segments
- Data and analytical tools for performance insights and competitive peer comparisons

### Wave 2 Additional Deliverables:

- Customized executive presentation and strategy session that provides data-driven, actionable recommendations for achieving strategic goals
- Access to VoX Platform—J.D. Power's proprietary interactive reporting interface
- The complete study data file with consumer survey responses
- Net Promoter Score®—This study includes Bain Certified NPS® by J.D. Power; presentation slides with NPS Rank Chart and industry summary plus VoX access to NPS rank chart(s), verbatims and text analytics. Learn more at [jdpower.com/business/nps](http://jdpower.com/business/nps)