



Have you used your ICBA surveys to gather customer feedback?

Teller | New Account | Loan | Telephone Banking
Online Banking | Closed Account | Customer Pulse

Satisfied customers expect you to ASK!

86%

86% think it's very important that their bank asks their opinion

76%

76% say they expect to hear from you at least once every 6 months

✓ ACTION ALERT

Reason for Action Alert: Wants to be contacted
I still have not received my debit card. It has been two weeks. I received a bank statement today. But no debit card or PIN number. Please have someone call me about this.

New account customer experience survey			
Employee ID:	RGB	Contact requested?	Yes
Branch:	Collinwood Branch	Preferred contact method	Phone
Transaction date:	1/14/2015	Customer name:	John Smith
Survey date:	1/26/2015 16:06:19	Customer email:	john@gmail.com
Survey method:	Phone	Customer phone:	9313322096
Perfect score?	No	WOW?	No
Overall banking relationship			Answer
How likely are you to recommend us to others? (1-"not at all likely" to 7-"extremely likely")			7
Rate us on being convenient and easy to bank with (1-"poor" to 7-"Excellent")			7
Overall service delivery			Answer
Satisfaction with the service you received (1-"extremely dissatisfied" to 7-"extremely satisfied")			7
Was the wait time acceptable to you?			Yes

Customer Experience Program Return on Investment

Catch Attrition Risks--96% of customer complaints/irritations are never reported to the bank



Uncover upselling opportunities--before they shop with your competition

Direct your investments--what technology/products do customers want?



Generate more referrals--satisfied customers stay, pay and refer

Coach Staff--learn which sales/service approaches customers like, and coach accordingly

Strategically plan without guessing