



Publish Dates*:

U.S. Wave 1 Publish: July 20, 2016

U.S. Wave 2 Publish: October 19, 2016

U.S. Wave 3 Publish: January 18, 2017

U.S. Wave 4 Publish: April 25, 2017

*Publish dates subject to change



J.D. Power Awards Program and Other Recognition Opportunities

For study subscribers, J.D. Power offers various forms of public recognition and promotional opportunities. These include award licensing for highest ranked companies in official award categories, customized newsletters, website ratings, and online special reports to promote client study performance. To learn more about the Awards Program, contact:

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2017 U.S. Retail Banking Satisfaction Study

Bain Certified Net Promoter Score® by J.D. Power now available!

The Challenge

Increased governmental regulation, low interest rates, and an increasingly competitive marketplace have placed enormous pressure on banks to raise revenue from their existing customer base, while reducing the cost to serve their customers. Furthermore, the evolution of digital banking channels and the emergence of new customer segments, i.e., millennials, has impacted traditional methods of servicing customers and building relationships.

In response to these demands, it is imperative that banks understand how effective they are at meeting customers' needs and expectations and how their performance compares with competitors. Knowing what drives satisfaction and identifying operational strengths and weaknesses enables banks to make informed decisions regarding where to invest and where to cut in order to achieve maximum profitability and increase ability to grow.

The Solution

The *J.D. Power 2017 U.S. Retail Banking Satisfaction Study*SM explores customer satisfaction with their primary financial institution and the impact satisfaction has on bottom-line metrics, such as retention, loyalty, and advocacy. The study provides critical benchmarking information on more than 100 banks throughout the United States and identifies the dominant factors that drive retail banking customer satisfaction, based on survey responses from nearly 80,000 customers.

The study publishes in four waves, allowing subscribers to more accurately track their results throughout the year. A study subscription will provide access to the tools needed to gain a comprehensive, in-depth understanding of your company's performance and to identify areas needing improvement. Study wave deliverables that will be provided four times during the year include:

- An analyst briefing that provides insights into key industry trends allowing your company to maximize performance
- Access to a personalized competitive data set, allowing you to see how your company stacks up against competitors, the industry, and the highest performers
- A detailed performance analysis that displays key performance metrics and frequencies

Full study deliverables that will be provided once at the completion of the fourth wave include:

- A full PDF report of insights obtained across all four waves of data
- An executive presentation that provides a summary of your company's results, compared with those of key competitors
- Bain Certified NPS® by J.D. Power that includes the brand level NPS® and verbatims, a NPS rank chart and verbatim text analytics.

The Benefits

Banks that subscribe to the study will be better able to understand their competitive position at a detailed level, allowing them to pinpoint critical areas for improvement and make prudent investments in the service attributes that matter most to customers.

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J.D. POWER

beyond measure

Knowledge that enlightens, enables, and empowers everyone in the commerce ecosystem—customers, companies, and brands alike.

Industry Benchmarks: the measure of success

J.D. Power Benchmarks are the key indicators, drivers, and comparisons of how companies perform relative to their competitors. Only J.D. Power delivers the actionable insights across industries that help businesses improve quality, engagement, and growth. Industries served include:

- Automotive
- Financial Services
- Insurance
- Utilities & Infrastructure
- Travel
- Technology, Media & Telecom
- Healthcare
- Home Improvement
- Government
- Sports
- ...and more

Now Available! Bain Certified Net Promoter Score® by J.D. Power

This independent, trusted, and Bain certified measure of NPS® provides brands with accurate scores they can use with confidence as they seek ways to improve the customer experience, assess their competition, increase brand advocacy, and ultimately deliver positive financial results. To access it, you must subscribe to the respective J.D. Power syndicated study. Learn more at jdpower.com/NPS

Solutions that measure up

Integrating the voice of the consumer, your vision, plus our industry-specific expertise, J.D. Power creates customized solutions that drive a better customer experience—and better business results.

Data & Analytics

J.D. Power's data and analytics are powered by the Power Information Network® [PIN]. PIN gathers millions of automotive retail transactions covering 250 data points from more than 12,000 franchise dealerships across North America with updates daily.

- Automotive Industry & OEM Solutions—PIN
- Automotive Retail Solutions—PowerDealer
- Automotive Valuations—NADA Used Car Guide
- Automotive Media & Marketing Solutions
- Insurance—Total Loss Valuation
- Financial Services—Auto Lending: PIN Navigator

Advisory Services

J.D. Power's advisory services leverage our proprietary benchmarks, analytics, models and our vast array of data. Our global team of experts are recognized as industry leaders.

- Customer Experience Management
 - Measurement & Management
 - Customer Experience Strategic Assessment
 - Contact Center Solutions
 - Mystery Shopping
 - VoX 360
- Automotive Product Consulting
- Automotive Retail Consulting
- Automotive Pricing & Incentives
- Automotive Media & Marketing
- Airline/Airport Consulting

Learn more about how J.D. Power can create solutions that drive a better customer experience—and better business results at:

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