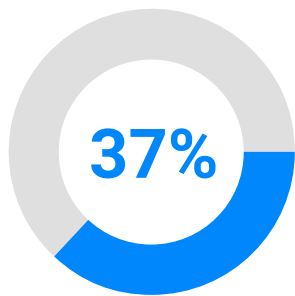


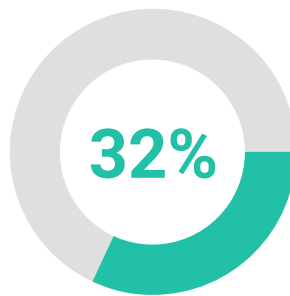
Small Business Banking Satisfaction Study



The **J.D. Power Small Business Banking Satisfaction StudySM** explores small business owners' satisfaction with the largest financial institutions in the United States. A study subscription gives you access to critical insights about small business owners' perceptions of your bank's ability to meet their needs and expectations. You'll gain a clear understanding of which banks perform well in managing relationships with small business customers and why.



of small business customers feel their bank appreciates their business.



of customers feel their bank understands their small business.

BANKS NEED TO FOCUS ON BETTER INTEGRATING HIGH-TOUCH RESOURCES WITH INNOVATIVE DIGITAL TOOLS TO MEET THE DEMANDS OF SMALL BUSINESSES.

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

Deliverables:

- Customized executive presentation and strategy session that gives you data-driven, actionable recommendations for achieving your strategic business goals
- Executive briefing document highlighting key trends and insights across the industry
- Scorecard benchmarking your company's performance compared with the industry across key drivers of satisfaction, loyalty and advocacy metrics
- Competitive survey data and industry reports including information on customer segments
- Data and analytical tools for performance insights and competitive comparisons with your peers
- 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/nps