The J.D. Power Small Business Banking Satisfaction Study℠ 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.

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

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

37% of small business customers feel their bank appreciates their business.

32% of customers feel their bank understands their small business.

For more information, please contact your J.D. Power representative.