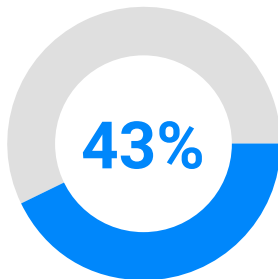


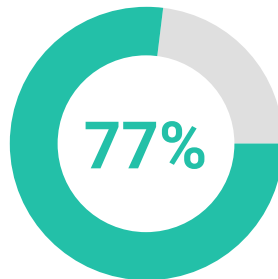
U.S. Direct Banking Satisfaction Study



The *J.D. Power U.S. Direct Banking Satisfaction Study*SM explores customer satisfaction with their primary direct banking provider. A study subscription gives you access to the tools needed to understand your company's performance and the impact satisfaction can have on bottom-line metrics like retention, loyalty, and advocacy. You'll also receive critical benchmarking information on your competitors throughout the United States.



Just **43%** of direct bank customers consider their direct bank to be their primary bank.



77% of direct bank customers indicate using the mobile channel.

DIRECT BANKS STILL REPRESENT LESS THAN 10% OF INDUSTRY DEPOSITS & ARE EXPERIENCING DETERIORATION IN CUSTOMER SATISFACTION.

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/business/nps