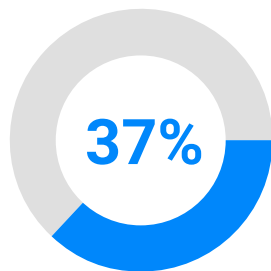


Small Business Credit Card Satisfaction Study



In its inaugural year, the **J.D. Power Small Business Credit Card Satisfaction StudySM** explores small business owners' satisfaction with leading credit card issuers in the United States. A study subscription gives you access to actionable insights about critical success factors, which drive cardholder satisfaction and reuse. The information in the study will provide you with a clear understanding of your company's performance relative to industry competitors and opportunities for differentiation.



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



Satisfaction is **112 points** higher for small business customers who say they trust their assigned advisor.

“SMALL BUSINESSES REPRESENT A LUCRATIVE SEGMENT FOR BANKS THAT NEED TO BALANCE HIGH-TOUCH EXPECTATIONS AND COST MANAGEMENT.”

Bob Neuhaus
Vice President of
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