Capital One Ranks Highest in Customer Satisfaction for Second Consecutive Year in J.D. Power National Banking Study

TROY, Mich.: 16 Dec. 2021 — Convenience, tailored account offerings and helping customers save time or money emerge as core drivers of customer satisfaction at the nation’s largest retail banks. According to the J.D. Power 2021 U.S. National Banking Satisfaction Study, Capital One is delivering on these performance attributes most consistently, becoming the top-ranked retail bank in overall customer satisfaction for a second consecutive year.

“Customers have come to expect the nation’s largest retail banks to be able to meet them on their terms across all channels, delivering a flexible, highly engaging experience along the way,” said Paul McAdam, senior director of banking services at J.D. Power. “Retail banking customers say the most important steps banks can take to deliver that highly personalized level of service are to provide relevant account alerts and guidance on ways to save money and optimize spending. It is also noteworthy, in light of Capital One’s recent announcement that it is eliminating overdraft fees, that proactive efforts by banks to help customers avoid fees is one of the most powerful ways to personalize the banking experience.”

Study Ranking

Capital One ranks highest for a second consecutive year with an overall satisfaction score of 692 (on a 1,000-point scale). Capital One performs highest in providing digital channels; helping customers save time or money; delivering account offerings that meet customer needs; and allowing customers to bank how and when they want. PNC (684) ranks second and performs highest in resolving customer problems and instilling overall brand trust. TD Bank (673) ranks third, performing highest in the people factor, with representatives, tellers and call center agents who excel at customer relations.

The study, now in its fifth year, provides a comprehensive view of the customer experience with all retail bank product lines for nine national banks in the United States. It evaluates bank customer experience across seven factors: trust; people; account offerings; allowing customers to bank how and when they want; saving time and money; digital channels; and resolving problems or complaints.

The study defines a national bank as a U.S. bank holding company with domestic deposits exceeding $200 billion. The study is based on responses from 8,015 retail banking customers and was fielded from August through October 2021.


To view the online press release, please visit http://www.jdpower.com/pr-id/2021172.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world’s leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.
J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company’s business offerings, visit JDPower.com/business. The J.D. Power auto shopping tool can be found at JDPower.com.

Media Relations Contacts
Geno Effler, J.D. Power; West Coast; 714-621-6224; media.relations@jdpa.com
John Roderick; East Coast; 631-584-2200; john@jroderick.com


# # #
NOTE: One chart follows.
Source: J.D. Power 2021 U.S. National Banking Satisfaction Study℠

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.