

Online-Only Banking Providers Continue to Win Over Customers with Personalized Digital Experiences, but Some Struggle with Customer Service Quality, JD Power Finds

Charles Schwab Bank Ranks Highest among Checking Providers, Marcus by Goldman Sachs Ranks Highest among High-Yield Savings Providers

- Online-only banking providers are driving strong emotional connections with customers by delivering highly personalized digital interactions
- Federally chartered online banks outperform neobanks on overall customer satisfaction
- Service quality and problem resolution experiences vary widely among neobank customers

TROY, Mich. : 30 April 2026 — The online-only banking market, which consists of both federally chartered online banks and neobanks, which do not have federal bank charters but partner with traditional banks to provide deposit insurance and other critical infrastructure, has become one of the hottest growth categories in the banking industry. According to the JD Power 2026 U.S. Direct Banking Satisfaction Study,SM released today, online-only banking providers are continuing to win customers from traditional banking institutions and drive high levels of customer satisfaction by establishing strong emotional connections rooted in personalized digital experiences. While the online-only banking marketplace is largely succeeding on personalization, some neobanks are struggling when it comes to high incidence of customer problems and weaker telephone and online chat support when problems occur.

“Online-only banking providers are really succeeding at establishing emotional connections with their customers by delivering highly personalized digital interactions, along with products and services that help them feel understood and that they are moving toward their financial goals,” said **Paul McAdam, senior director of financial services intelligence at JD Power**. “Within the online-only banking marketplace, however, JD Power finds that many neobanks are not performing as well as online banks when it comes to basic blocking and tackling in areas like the convenience of reaching customer service and single-contact problem resolution. While these challenger brands excel at fast funds availability and practical financial health support, their day-to-day customer service is not as strong as it needs to be.”

Following are some key findings of the 2026 study:

- **Online-only banking providers deliver personalized user experience:** Both online banks and neobanks perform equally well on customer perceptions of being friendly, personalized and customer-centric. Both perform well on helping customers grow

their money and avoid fees, which is foundational to establishing an emotional connection with customers.

- **Online banks outperform neobanks in overall satisfaction:** The overall customer satisfaction score for online bank checking accounts is 674 (on a 1,000-point scale), which is 52 points higher than neobanks (622). Customer satisfaction for online bank high-yield savings accounts is 689, which is 32 points higher than neobanks (657). The gaps in performance are driven by a higher incidence of problems associated with the debit card and fraud/unauthorized activity, and with weaker satisfaction with telephone, online chat and email support.
- **Significant gap between highest- and lowest-ranked online-only banking providers:** The gap in overall satisfaction scores between the top-performing online banks in the study and the lowest-performing neobanks in the study is 225 points in the checking segment and 186 points in the high-yield savings segment, highlighting the widespread variation between the customer service and account management capabilities of different providers in this rapidly growing space.

Study Ranking

Charles Schwab Bank ranks highest in overall satisfaction among checking providers for an eighth consecutive year, with a score of 750. American Express (696) ranks second and Ally (690) ranks third.

Marcus by Goldman Sachs ranks highest in overall satisfaction among high-yield savings providers with a score of 739. **Ally** (728) ranks second and **Chime** (714) ranks third.

The U.S. Direct Banking Satisfaction Study was redesigned for 2026, thus overall satisfaction scores are not comparable with previous-year studies. The study, now in its 10th year, measures overall satisfaction with online-only bank and neobank checking and/or high-yield savings/money market products based on six dimensions (in alphabetical order): customer service; ease of moving money; helps grow money; level of trust; managing account via mobile app; and managing account via website. The study defines online-only banks in two categories: 1) online/branchless institutions with federal banking charters with either the Federal Reserve Board, the Office of the Comptroller of the Currency (OCC) or the Federal Deposit Insurance Corporation (FDIC) as their primary regulator, and 2) neobanks, which do not have federal bank charters, but partner with federally chartered banks to provide FDIC deposit insurance and other critical infrastructure. The 2025 study is based on responses from 16,309 online-only bank customers and was fielded from December 2025 through February 2026.

To learn more about the U.S. Direct Banking Satisfaction Study, visit <https://www.jdpower.com/business/us-direct-banking-satisfaction-study>.

About JD Power

JD Power delivers mission-critical data, analytics and intelligence that help businesses improve customer experience and operational performance with confidence and clarity.

Using proprietary, comprehensive data—including millions of consumer interactions and authoritative automotive datasets—combined with advanced analytics, artificial intelligence and deep industry expertise, JD Power enables leaders to respond to market shifts, make smarter decisions and drive measurable performance improvements.

As an objective source of deep insight into real-world customer interactions with brands and products, JD Power provides the independent intelligence organizations need to anticipate change, strengthen customer engagement and advance growth. Learn more at [JDPower.com](https://www.jdpower.com).

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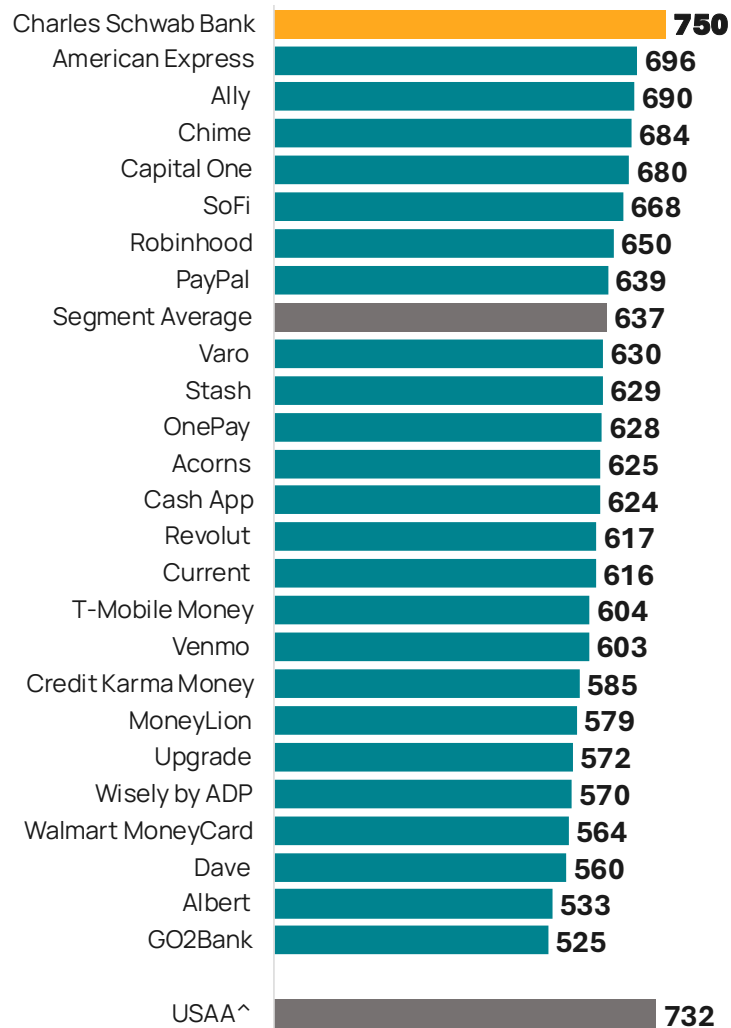
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Note: Two charts follow.

JD Power 2026 U.S. Direct Banking Satisfaction StudySM

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

CHECKING PROVIDERS



Note: ^Brand is not rank eligible because it does not meet study award criteria.

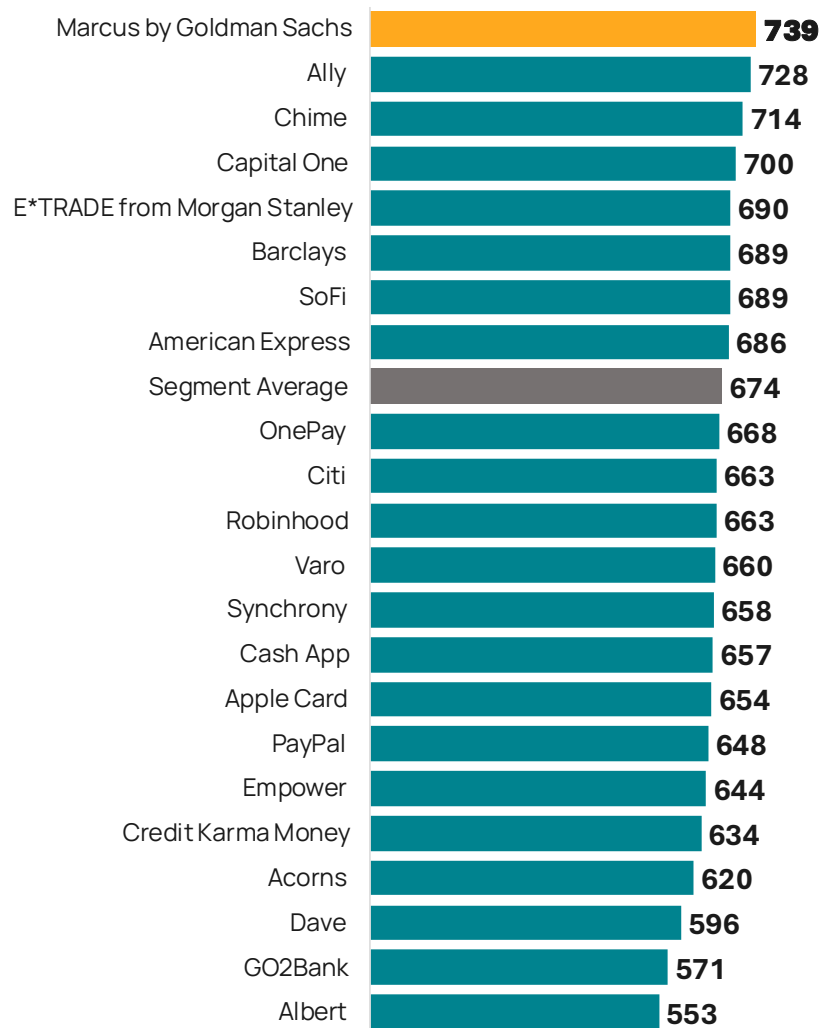
Source: JD Power 2026 U.S. Direct Banking Satisfaction StudySM

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JD Power 2026 U.S. Direct Banking Satisfaction StudySM

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

HIGH-YIELD SAVINGS ACCOUNT PROVIDERS



Source: JD Power 2026 U.S. Direct Banking Satisfaction StudySM

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