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LAURINA QVARNSTRÖM  
 ▶ laurina.qvarnstrom@kvalitetsindex.se  
 ▶ +46-70 880 27 13

PRESS RELEASE 2019-09-30

# Smaller and niche banks remain on top in the Dutch banking industry

EPSI Rating Group has conducted market research in Europe since 1999. This year’s comprehensive industry study for the banking sector in the Netherlands show that the general level of customer satisfaction in the sector remains relatively stable. The study also indicates that smaller and niched providers have more satisfied customers.

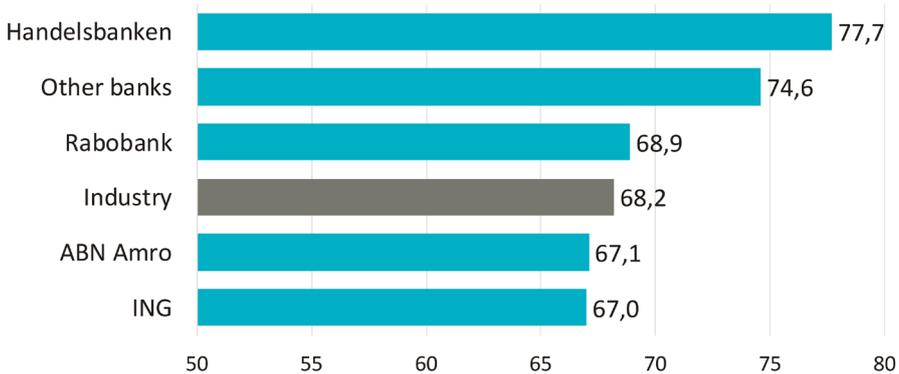
For the fourth time EPSI Rating Group now presents a comprehensive industry study for the banking sector in the Netherlands, covering both personal and corporate banking. The general level of customer satisfaction in the Dutch banking sector remains relatively stable, slightly decreasing compared to last year.

The pattern in the European market that smaller, niche providers have more satisfied customers is sustained. Handelsbanken is top ranked among both personal and corporate customers. The results sustain that small and niched providers in general and Handelsbanken in particular seem to fulfill strong value propositions.

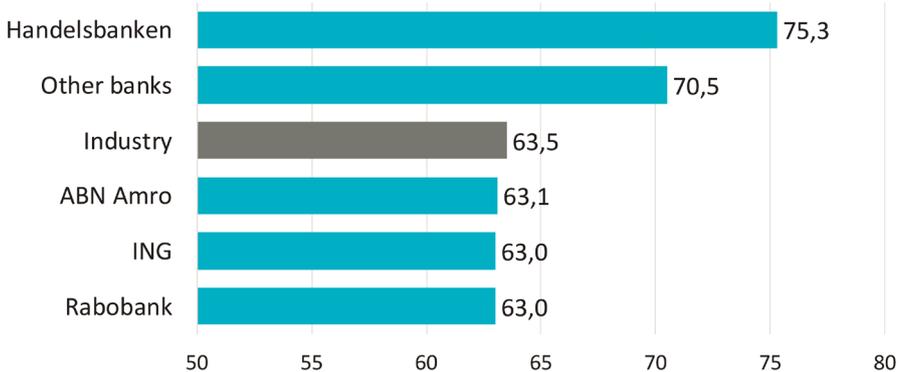
Personal and customised service and image dimensions such as business ethics, sustainable development and social responsibility stand out as crucial satisfaction drivers but are challenging for the European banking industry in general. The same pattern could be seen in the Netherlands. The big providers do however have relatively stable customer satisfaction levels compared last year.

According to the EPSI index model, the satisfaction score ranges from 0 to 100. A score above 75 indicates a very strong customer relationship with very satisfied customer. A score below 60 indicates customer dissatisfaction.

## EPSI Customer Satisfaction Personal banking 2019



## EPSI Customer Satisfaction Corporate banking 2019



### Data collection

July-September 2019, 2194 interviews

### Contact information

For more insights and information about the study, please contact EPSI Rating.

Laurina Qvarnström  
 EPSI Research Services Ltd  
 London: 33 st. James Square, London SW1Y 4JS, England  
 Stockholm: Kungsgatan 26, Box 3353, 103 67 Stockholm  
 Direct: +46- 70 880 27 13  
 laurina.qvarnstrom@kvalitetsindex.se  
 www.epsi-rating.com

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