



FOR MORE INFORMATION

LAURINA QVARNSTRÖM

► laurina.qvarnstrom@kvalitetsindex.se

► +46-70 880 27 13

PRESS RELEASE 2020-09-28

Covid-19 accelerates digitalisation in the Dutch banking industry

EPSI Rating Group has conducted market research in Europe since 1999. This year’s comprehensive banking industry study in the Netherlands shows that the general level of customer satisfaction in the industry remains stable in a time of uncertainty and rapid change. But new customer needs, expectations and behaviours have emerged in the wake of Covid-19. These new demands call for an accelerated digitalisation, combined with close personal customer relations.

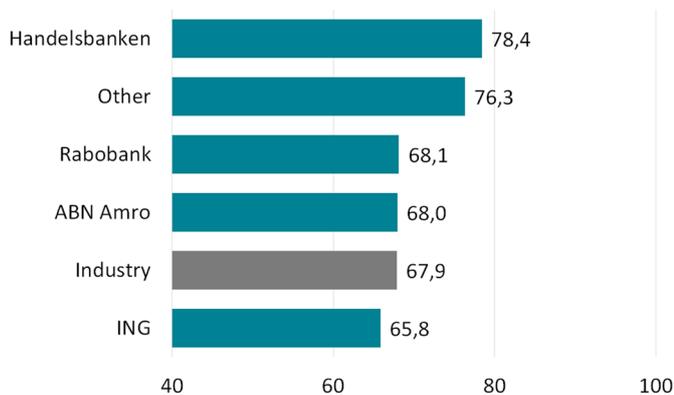
For the fifth year EPSI Rating Group now presents a comprehensive industry study for the banking sector in the Netherlands, covering both personal and corporate banking. The three main banking groups covered in the EPSI study are Rabobank, ABN Amro and ING. Other actors mentioned by their customers as main bank are grouped into the separate category “Other banks”. Handelsbanken is reported separately due to a high level of customer satisfaction.

The general level of customer satisfaction in the Dutch banking sector remains relatively stable after six months of Covid-19 and lock downs. The pattern in the European banking market that smaller and niched providers have more satisfied customers is sustained. Another general observation is that the demand for seamless digital services has increased as a consequence of broad-based societal restrictions and behavioural changes due to the pandemic.

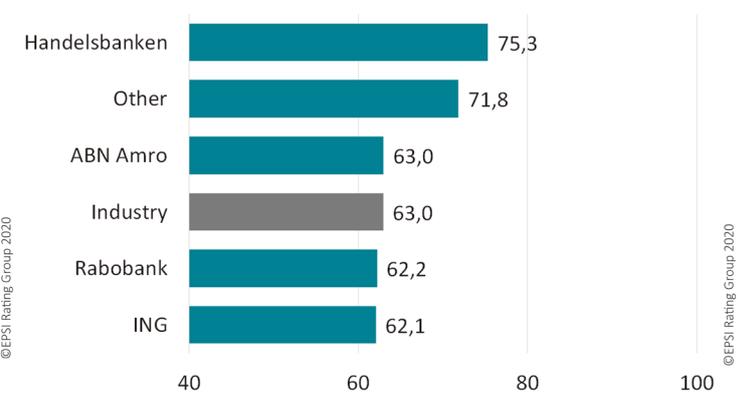
The banking industry as a whole received good customer feedback on the general handling of the pandemic. User friendly and interactive digital interfaces in combination with personal relations have been key success factors. Smaller and niched banks such as Handelsbanken also share the strength that they are perceived as trusted and closer to the customers compared to the high street banks. This is generally valid for both personal and corporate customers, but an especially important factor for small businesses.

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 2020



EPSI Customer Satisfaction Corporate banking 2020



Data collection

July-September 2020, 2458 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