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Stable customer satisfaction levels despite turbulent times

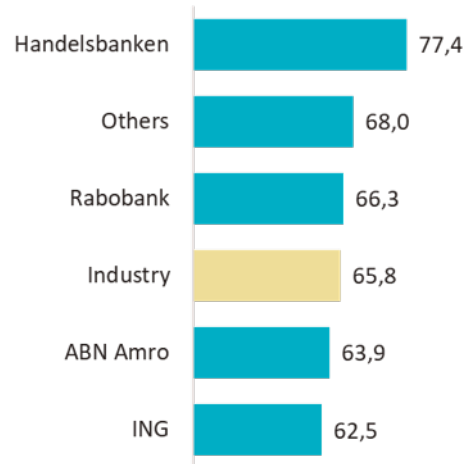
EPSI Rating Group has conducted market research in Europe since 1999. The 2023 banking industry study in Netherlands shows that the general level of customer satisfaction in the industry is stable, despite a turbulent and unpredictable business environment. A trusted brand and seamless digital services combined with close personal customer relations is still the winning formula.

The EPSI survey covers the three main banking groups – Rabobank, ABN Amro, and ING. All other providers classified by their customers as their main bank are grouped into the separate category, “Other banks”. Handelsbanken is reported separately due to its customer sample size being large enough to qualify for standalone scores.

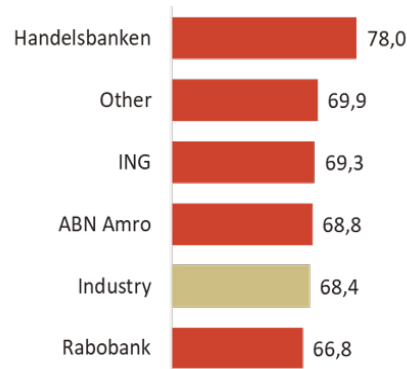
The crisis, current and past, has not negatively affected the industry in the eyes of the customer. We see stable levels of customer satisfaction. Customers seem to understand that this is not a crisis caused by the financial sector. We see increased levels of customer interactions, both reactive and proactive and personal relations drive customer satisfaction especially in uncertain times. Being perceived as trusted, reliable and sustainable are key success factors. Elements such as financial stability, diversity, equality, and environmental footprint are of growing importance.

In both segments, private and corporate customers, Handelsbanken retained its top-rated position. Even so, Handelsbanken manages to defend its top ranking largely due to the bank’s personal relationship banking model, in which it can offer bespoke customer services. Being perceived as closer to their customers, compared to high street banks is indeed a recipe for fulfilling customer expectations. This is generally the case for both personal private and corporate banking customers.

Corporate (0-100)



Private (0-100)



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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.