



#### FOR MORE INFORMATION

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# Stable customer satisfaction levels despite turbulent times

The 2023 banking industry study in the United Kingdom 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 UK's five main banking groups – Barclays, HSBC, Lloyds, NatWest/RBS, and Santander. All other providers classified by their customers as their main bank are grouped into a separate category, "Other banks". Handelsbanken is reported separately due to its customer sample size being large enough to qualify for standalone scores.

Europe is currently experiencing humanitarian, political and economic crises caused by the war in Ukraine. We now seem to be living in a volatile "new normal", with one challenge seamlessly followed by the next. This extended period of global instability and insecurity could be called a permacrisis in the sense that society at large will have to cope with crisis consequences for years to come. The economic impact of the permacrisis is structural, not cyclical, so effects will persist over time. In this world of uncertainty and rapid change, customers' demands, needs, expectations and behaviours are volatile. The general customer satisfaction levels in the UK banking sector remain relatively high, despite this instability. Thus, the industry has met these global changes successfully.

However, the established pattern, that smaller and niched providers have more satisfied customers, continues, although it should be noted that high street banks also receive stable levels of positive customer feedback from their personal banking customers. This trend is even more accentuated in the corporate banking segment. Corporate customers demand more, both regarding sustainable product portfolios, digital functionality, and proactive personal service.

In both segments, Handelsbanken defends its top-rated position due to the bank's local relationship banking model, in which it can offer bespoke customer services. The group "Other banks" is the runner up in the personal banking segment. Embedded in this category, other top scoring niche contenders can also be found. Santander defends its position as runner up in the corporate banking segment. A sustained

industry trend is that smaller and niched banks have benefitted from being perceived as more local, agile, and closer to their customers, compared to high street banks. This is generally the case for both personal and corporate banking customers but is especially important for small businesses. It should also be noted that questions about sustainability such as financial stability, diversity, equality, and environmental footprint are of growing importance in the eyes of the customer.

## About EPSI

EPSI Rating Group (Extended Performance Satisfaction Index) is a system to collect, analyse and disseminate information about image, preferences and perceived quality as well as loyalty of customers, employees and other stakeholders to commercial entities, NPOs, governmental bodies and other organisations. The EPSI approach focuses on causal analysis derived from structural model elaboration and thorough empirical studies in order to estimate numerical relationships.

## About the EPSI Model

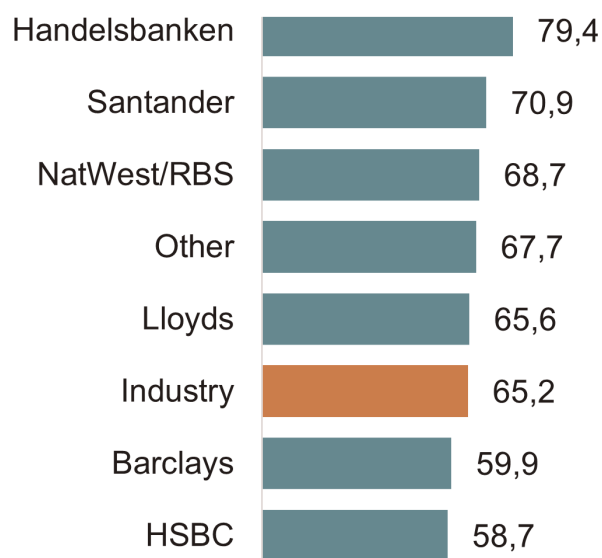
According to the EPSI index model, the satisfaction score ranges from 0 to 100. A score above 75 indicates a very strong customer relationship with very satisfied customer. A score below 60 indicates customer dissatisfaction.

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

For results, see next page. ----->

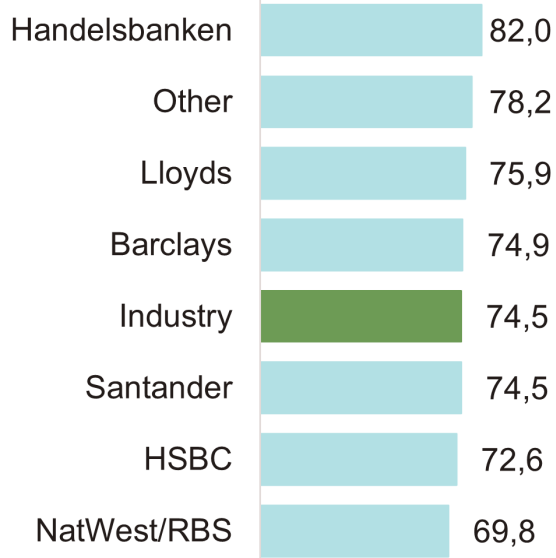
## Results – EPSI Banking UK 2023

### Corporate Banking EPSI Bank UK, 2023



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### Personal Banking EPSI Bank UK, 2023



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## General industry trends

### ”Stability”

The current crisis has not negatively affected the industry in the eyes of the customer. We see stable levels of customer satisfaction and even improved numbers in certain sectors. Customers seem to understand that this is not a crisis caused by the financial sector.

### ”Activity”

We see increased levels of customer interactions, both reactive and proactive. Personal relations drive customer satisfaction especially in uncertain times. Significant upturns in the business banking segment.

### ”Reliability”

The Trust Economy is there to stay. 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.