



**FOR MORE INFORMATION**

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# Positive customer feedback in the UK banking sector

The 2024 EPSI banking industry study in the United Kingdom shows that the general level of customer satisfaction in the industry is strengthened, but the sector is a blend of the innovative, digital-first banks and traditional banks, which are working to modernise and adapt to evolving customer needs while maintaining trust. Handelsbanken defends its top-rated position due to the bank’s local relationship banking model, in which it can offer bespoke customer services.

In recent years, customer satisfaction in the UK banking sector has shifted significantly. Changing customer expectations, digital innovations, and banks’ responses to economic and social pressures have driven these changes. Most UK banks have heavily invested in digital banking, offering mobile apps, online services, and more. So called Neobanks have seen high customer satisfaction due to their user-friendly apps, real-time notifications, and lower fees. Traditional banks like Barclays, Lloyds, and HSBC covered in this study have had to catch up, improving their digital offerings.

In this study, Handelsbanken continues to lead together with Neobanks embedded in the “Other” category. Larger banks covered in this study like HSBC, Barclays, and Lloyds also have satisfied and loyal customers as well as a good digital user experience, but they often receive lower scores in aspects such as trust and personal service quality.

In summary, the UK banking sector is divided between the innovative, digital-first banks that excel in customer satisfaction and traditional banks, which are working to modernize and adapt to evolving customer needs while maintaining trust. A general pattern is that smaller and niched providers have more satisfied customers, although it should be noted that most traditional “high street” banks also receive increased 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 continues to rank highest due to the bank’s local relationship banking model,

## 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

In 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 customers. A score below 60 indicates customer dissatisfaction.

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

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

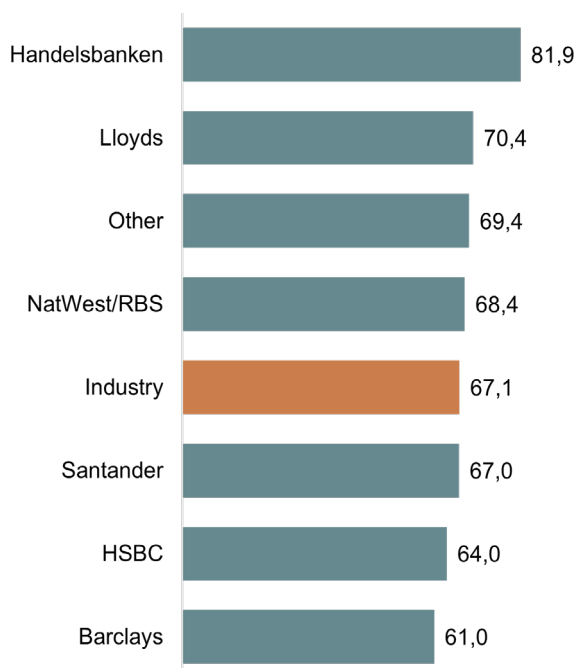
in which it can offer bespoke customer services. Unlike many UK banks that are closing branches and moving services online, Handelsbanken emphasizes a decentralized, branch-based model. This local, relationship-driven approach has led to high levels of customer satisfaction, especially among those who prefer face-to-face service and a tailored banking experience.

It can be concluded that a sustained industry trend is that smaller and niched banks have benefitted from being

perceived as more agile, and closer to their customers, compared to traditional 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.

## Results – EPSI Banking UK 2024

### Corporate Banking EPSI Banking UK, 2024



### Personal Banking EPSI Banking UK, 2024

