

Have you used ICBA surveys to gather customer feedback?

Teller (drive-up/ in-branch) | New Account (on-line / in-branch) | Loans
Telephone Banking | Online Banking | Mobile | ITM/ATM | Customer Pulse
Closed Account | Call Center/Chat | Fraud Resolution | Insurance/Invest



- ✓ **Catch attrition risks**--96% of customer complaints/irritations are never reported to the bank
- ✓ **Uncover opportunities**--before they shop with your competition
- ✓ **Direct your investments**--what will make your customers stay, pay, and refer?
- ✓ **Generate more referrals**--by delivering what your customer wants consistently
- ✓ **Coach your staff**--learn which sales/service approaches customers like, and coach accordingly
- ✓ **Strategically plan**-- eliminate guesswork

86 % of bank customers think it's very important for their bank to ask their opinion.



Focus on the Important