CUSTOMER SATISFACTION SURVEY

Is there anything more important than a customer's opinion of your bank?

Once an individual or business selects your bank for a financial solution, retaining and growing their relationship is driven by satisfaction and loyalty. Customer satisfaction surveys are an effective way to evaluate customer impressions and gauge their future purchase intentions.

Survey Design

The Cross Financial Customer Satisfaction Survey is being used by commuinity banks to help analyze customer impressions of service, satisfaction and loyalty. This industry-specific standardized survey optimizes the assessment of your financial products, service levels, delivery channels and branding.

Survey Methodology

Online survey resources are used to execute the customer inquiries. The survey generates ratings and index scores to evaluate bank performance trends and development activities. A community bank average is also compiled to allow banks to compare their results to industry-wide performance.

Survey Results

Customer responses are tabulated in four key categories.

1. **Satisfaction Ratings**
2. **Importance Ratings**
3. **Customer Loyalty Index**
4. **Future Utilization Index**

Survey Cost

Investment in your CX Assessment is tied to the number of branch locations included in your survey project.

One Location	$7,250
2 to 5 Locations	$12,500
6 to 10 Locations	$20,750
11 to 20 Locations	$39,225
Over 20 Locations	Call For Quote

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"Do what you do so well that they will want to see it again and bring their friends."

WALT DISNEY

CROSS FINANCIAL

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