

Customer Satisfaction in Financial Services - Canada - November 2015

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“Although overall satisfaction rates with financial institutions are high, it is important for them to consistently deliver a superior customer experience. Today, when social and digital media enable consumers to immediately share their experiences, customers who are satisfied with their financial institution will be likelier to recommend it and influence public opinion.”
- Sanjay Sharma, Senior Financial Services Analyst

This report looks at the following areas:

- Big five banks dominate outside Quebec
- Overall satisfaction generally high but interest rates and fees are the negative drivers
- Leaders in satisfaction: PC Financial performs strongest in general banking and Desjardins across most categories
- Trends in customer experience: Older consumers visiting branches less due to online banking while a third of all consumers have recommended their financial institution

The report also explores choice of financial institutions, tenure and general attitudes related to satisfaction and customer experience.

For the purposes of this report:

- General banking, lending and investment products/services are included.
- Insurance is excluded.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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