

# Personal banking service quality – Northern Ireland

## Independent service quality survey results

### Personal current accounts

Published February 2021

As part of a regulatory requirement, an independent survey was conducted to ask approximately 500 customers of each of the **9 largest personal current account providers** if they would recommend their provider to friends and family. The results represent the view of customers who took part in the survey.

These results are from an independent survey carried out between January 2020 and December 2020 by Ipsos MORI as part of a regulatory requirement, and we have published this information at the request of the providers and the Competition and Markets Authority so you can compare the quality of service from personal current account providers. In providing this information, we are not giving you any advice or making any recommendation to you.

Customers with personal current accounts were asked how likely they would be to recommend their provider, their provider's online and mobile banking services, services in branches and overdraft services to friends and family. The results show the proportion of customers, among those who took part in the survey, of each provider who said they were 'extremely likely' or 'very likely' to recommend each service.

Participating providers: AIB\*, Bank of Ireland UK, Barclays, Danske Bank, HSBC UK, Halifax, Nationwide, Santander, Ulster Bank.

Approximately 500 customers a year are surveyed across Northern Ireland for each provider; results are only published where at least 100 customers have provided an eligible score for that service in the survey period.

4,533 people were surveyed in total.

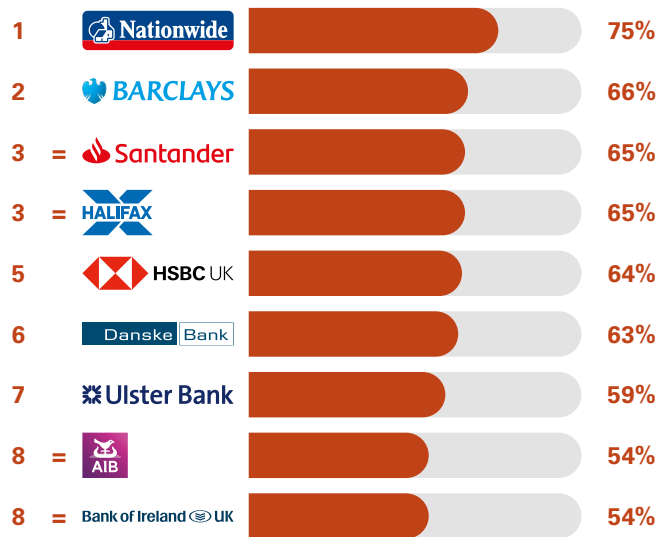
Results are updated every six months, in August and February.

\*Interviews with customers of First Trust Bank are now reported as AIB.

# Overall service quality

We asked customers how likely they would be to recommend their personal current account provider to friends and family.

## Ranking



# Online and mobile banking services

We asked customers how likely they would be to recommend their provider’s online and mobile banking services to friends and family.

## Ranking



# Overdraft services

We asked customers how likely they would be to recommend their provider's overdraft services to friends and family.

## Ranking



# Services in branches

We asked customers how likely they would be to recommend their provider's branch services to friends and family.

## Ranking

