

CUSTOMER SATISFACTION INDEX FINANCIAL STUDY (CSI FINANCIAL)

Our path towards financial excellence

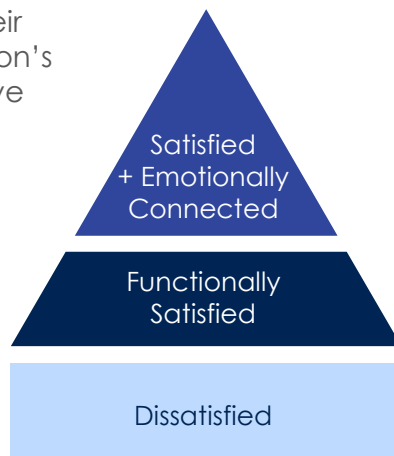


AN OVERVIEW OF CSI FINANCIAL

The Customer Satisfaction Index Financial study (CSI Financial) is an ongoing syndicated relationship survey on personal banking in Canada. This survey was first launched in 1987 and was recently revamped in 2018 to become more relevant, more forward thinking and offer more analytics.

A BETTER UNDERSTANDING OF CUSTOMER RELATIONSHIPS WITH CANADIAN BANKS

Canadian banking customers rate their primary & secondary financial institution's performance against a comprehensive range of experience benchmarks, including Likelihood to Recommend (NPS), banking channels experience, financial advice and the emotional connection customers have with each financial institution. Subscribers include Canada's Big 5 Banks, Credit Unions and other various national and regional financial institutions.



FINANCIAL SERVICE EXCELLENCE AWARDS



Based on CSI Financial results each year, the Ipsos Excellence in Financial Services Awards are announced in October after wave 4, honouring Financial Institutions who achieve top ratings for customer experience across ten various personal banking award categories. Specific qualification criteria apply for the awards.

2021 QUICK FACTS:

1 in 2 Canadians

indicated that their financial institution delivers a high level of customer service.



Over half

of Canadians who bank online **felt that their digital experience was excellent.**



The Canadian banking industry

closed at an

NPS score of

10.6

OVERALL FINANCIAL INSTITUTIONS

20.8

PRIMARY INSTITUTIONS

Based on the National results, 72,290 ratings, collected from Nov'20 to Sept'21.

DELIVERABLES

Subscribers of the Customer Satisfaction Index Financial Study (CSI Financial) will receive:

- 1 National Tables**
Cumulative and trended
- 2 CSI Topline Report**
- 3 Regional Tables**
Cumulative and trended
- 4 CSI Comprehensive Report**
- 5 Verbatim Word Clouds**
- 6 Brand Benchmarking**
This includes results for 51 Brands and 10 Industry Sectors.
- 7 Detailed Key Driver Analysis Report**
A 25-page PowerPoint report with priority matrix maps for LTR, OSAT, etc.
- 8 Emotional Connection Framework**
Proportions and NPS scores for each of the emotional Segments

COST STRUCTURE

COMPONENTS	COST
Base Subscription – Quarterly ¹	\$107,500
OR Base Subscription – Annual ²	\$70,350
OPTIONAL: Proprietary Questions ³	See Below
OPTIONAL: Custom Reports (in either Excel or PowerPoint format) ⁴	See Below
OPTIONAL: Custom Regional Reporting	\$11,500
OPTIONAL: SPSS File (delivered quarterly)	\$8,200
Boost Sample using Client Supplied Sample ⁵	See Below

1 Includes Standard Quarterly Excel Reports (both national and regional) on all common questions, Topline PPT Report, 10 hours of professional time, plus weekly data collection for 44 of 52 weeks and one standard key driver analysis on a yearly basis, specific to Subscriber. Also includes reports for quarterly rotating features.

2 Includes Standard Annual Excel Report for current year cumulative scores (both national and regional on all common questions, Final Topline Report, based on weekly data collection for 44 of 52 weeks.

3 The fee for a proprietary question for the yearly program ranges from \$1000 per quarter to \$3,050 per quarter (depending on complexity of question).

4. Prices to be determined based on specifications of report.

5. Prices to be determined based on sample size.

HOW WE DO IT?

Online Methodology

Data collection is gathered on a weekly basis and runs for a total of 44 weeks, between November to mid-September each year.

Robust Sample

There are around 50,000 completes, and 75,000 financial institutional ratings nationally per fiscal year.

DATA COLLECTION

WAVE

1 NOV / DEC / JAN

2 FEB / MAR / APR

3 MAY / JUN / JUL

4 AUG / SEP

HOW DO I PURCHASE THE STUDY?

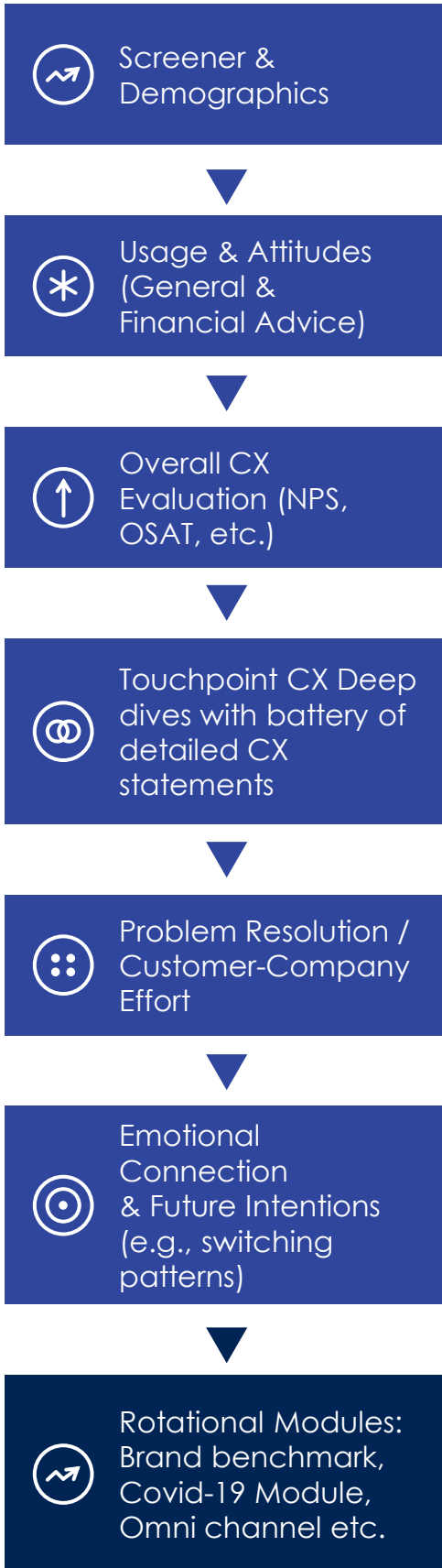
Contact us to learn more about the study.

Simone Wilson

Vice President,
Customer Experience
416-318-2087

Simone.Wilson@ipsos.com

SURVEY STRUCTURE



SURVEY DURATION



20 minutes survey duration: Up to 2 financial institutions evaluated per respondent (primary financial institution and secondary financial institution).

Channel Interaction Frequency and Satisfaction:

 Branch Service

 ATM

 Automated & Live Telephone

 Online Banking

 Mobile Banking

STUDY ALSO INCLUDES:

Industry Benchmarks

The brand benchmark which takes place in one quarter of the year includes industries such as: Airline, Automotive, Entertainment, Tech, Retail, Financial Services, Hardware, QSR, Grocery & Drug, Telco, and Insurance.

Brand Benchmarks

Some examples include Airbnb, Air Canada, Apple, Canadian Tire, Disney, General Motors, Home Depot, Hudson's Bay, Loblaws, McDonald's, Netflix, Tim Hortons, Uber, Walmart, WestJet and more.