



PRESS RELEASE

Ipsos Awards Top Honours for Financial Services Excellence in Canada

Ipsos Announces Winners of 2026 Financial Service Excellence Awards

Toronto, ON, October 13, 2026 – Ipsos is pleased to announce the honourees of its 2026 Financial Service Excellence Awards, an annual program recognizing Canadian financial institutions for excellence in customer experience. The 2026 edition includes data collected weekly from November 2025 to September 2026, providing Canadian financial institutions an ongoing view into customer perceptions of the banking industry.

This year's results point to a more competitive landscape among Canada's largest banks, with TD gaining ground and CIBC returning to the winner's circle. Among All Financial Institutions, Wealthsimple built on its standout debut to distinguish itself from the broader field.

"Persistent cost pressures and uncertainty have made endurance, rather than recovery, the defining mindset for Canadians in 2026," says Vik Sood, EVP and Leader of Ipsos' Customer Experience practice. "Consumers are no longer waiting for conditions to return to normal. They are adjusting their expectations, making more deliberate choices and looking to the brands they rely on to reduce friction, deliver fair value, and help them make progress today."

Among the Big 5, RBC again led with ten category wins, including a solo award for Online Banking Excellence. TD gained ground, moving into second place with seven shared awards, while BMO matched last year's total with five. CIBC returned to the winner's circle with three shared awards, while Scotiabank finished with two, down from four in 2025.

Among All Financial Institutions, Wealthsimple built on its standout debut, matching last year's six-award total and securing solo wins for NPS®, Value for Money, Values My Business, and Mobile Banking Excellence. Canada's Credit Unions followed with four awards, extending their Customer Service Excellence winning streak to 22 consecutive years while also retaining the solo award for Branch Service Excellence. Desjardins earned three shared awards, while National Bank and Simplii Financial each recorded two shared wins.

"Financial Services has remained resilient in this environment, outperforming most sectors on the fundamentals of customer experience and continuing to lead on trust and reliability," adds Sood. "The opportunity now is to build on those strengths by delivering greater simplicity, relevance, and fairness. Institutions that can serve as both a dependable anchor and a practical ally will be best positioned to earn loyalty."

Ipsos congratulates all the 2026 award winners for their achievements and continued commitment to delivering exceptional customer experiences.

Introduced in 1987, the Customer Service Index (CSI) survey generates the winners of the annual Financial Service Excellence Awards (formerly Best Banking Awards). This year's awards were based on the combined results of 47,999 completed surveys for the 2026 CSI program year ending September 2026, drawn from a demographically and regionally representative sample of Canadians. The awards are presented across 11 categories.





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2026 AWARD WINNERS	ALL FINANCIAL INSTITUTIONS	BIG 5 BANKS
Customer Service Excellence	Credit Unions of Canada	RBC Royal Bank TD Canada Trust
Recommend to Friends or Family (Net Promoter Score)	Wealthsimple	RBC Royal Bank TD Canada Trust
Value for Money	Wealthsimple	BMO Bank of Montreal RBC Royal Bank
Values My Business	Wealthsimple	BMO Bank of Montreal RBC Royal Bank TD Canada Trust
Financial Planning & Advice	National Bank Wealthsimple	RBC Royal Bank TD Canada Trust
Branch Service Excellence	Credit Unions of Canada	BMO Bank of Montreal RBC Royal Bank
ATM Banking Excellence	Credit Unions of Canada Desjardins National Bank	CIBC RBC Royal Bank
Online Banking Excellence	Desjardins Simplii Financial Wealthsimple	RBC Royal Bank
Mobile Banking Excellence	Wealthsimple	BMO Bank of Montreal TD Canada Trust
Automated Telephone Banking Excellence	BMO Bank of Montreal Desjardins	BMO Bank of Montreal CIBC RBC Royal Bank Scotiabank TD Canada Trust
Live Agent Telephone Banking Excellence	Credit Unions of Canada Simplii Financial	CIBC RBC Royal Bank Scotiabank TD Canada Trust





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Disclaimer

Only those financial institutions which subscribe to CSI may claim an Award and use it for external communication purposes. Clients who wish to cite an Award externally must first submit a draft in writing to Ipsos for approval.

Mandatory legal disclaimer to be used by all eligible Award recipients when quoting Award results in any external communication: Ipsos 2026 Financial Service Excellence Awards are based on ongoing quarterly Customer Service Index (CSI) survey results. Sample size for the total 2026 CSI program year ended with the September 2026 survey wave was 47,999 completed surveys yielding 70,833 financial institution ratings nationally.

Notes

Where more than one financial institution shares an Award, it indicates that there was no statistically significant difference between the eligible FI with the highest score and that of one or more other eligible FIs for the relevant Awards category; based on top two box scores tested statistically at the 95% confidence level.

Awards sample size requirement: Minimum total unweighted institution count of 400 per financial institution per Awards category; except for Live Agent Phone Banking, where the sample size requirement is 275.

Methodology

Ipsos 2026 Financial Service Excellence Awards are based on ongoing quarterly Customer Service Index (CSI) survey results. The sample source for CSI includes a representative sample from a blend of the Ipsos Global Panel for Canada and its approved strategic sample partners, using online data collection. Sample size for the total 2026 CSI program year ended September 2026 was 47,999 completed surveys yielding 70,833 financial institution ratings nationally. The sample is representative of the general household population based on Statistics Canada census data.

For CSI, panel members rate their own specific primary and secondary (where applicable) financial institution on a series of statements dealing with all aspects of personal banking. Respondents rate their experience in dealing with their specific financial institution(s) based on detailed questions related to each retail banking channel/touchpoint; including in-branch, online, mobile, ATM as well as live and automated telephone banking.





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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

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