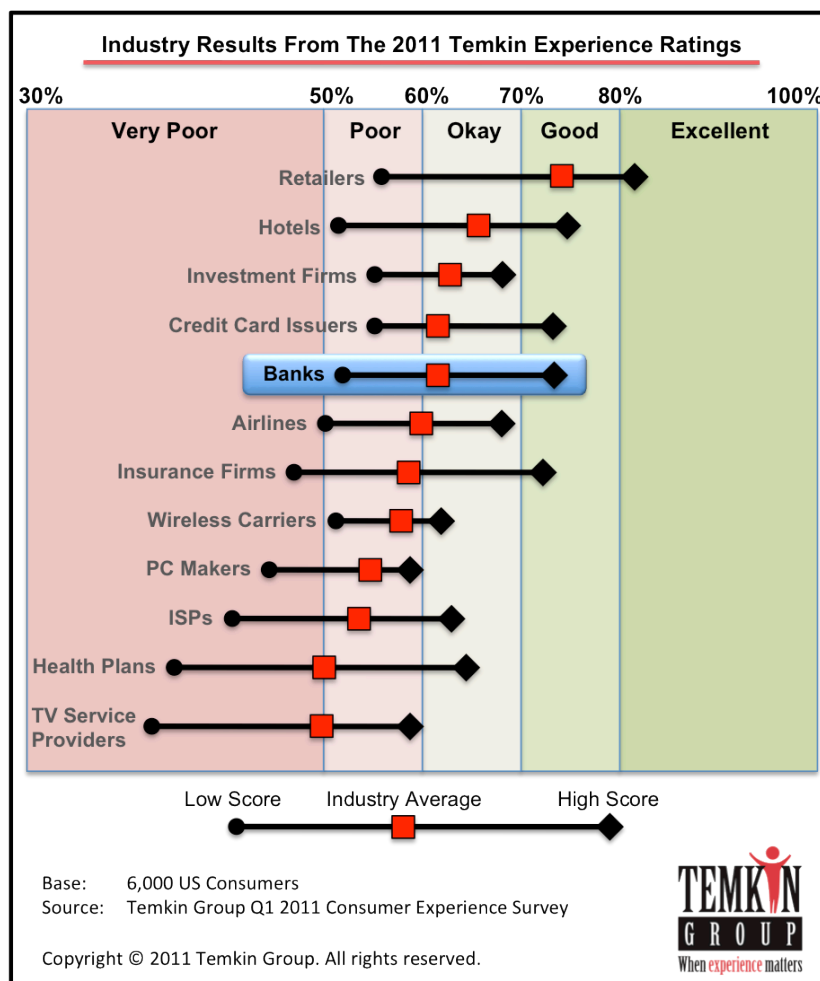


This is a post that was published on the *Customer Experience Matters* blog (experiencematters.wordpress.com) on April 15, 2011

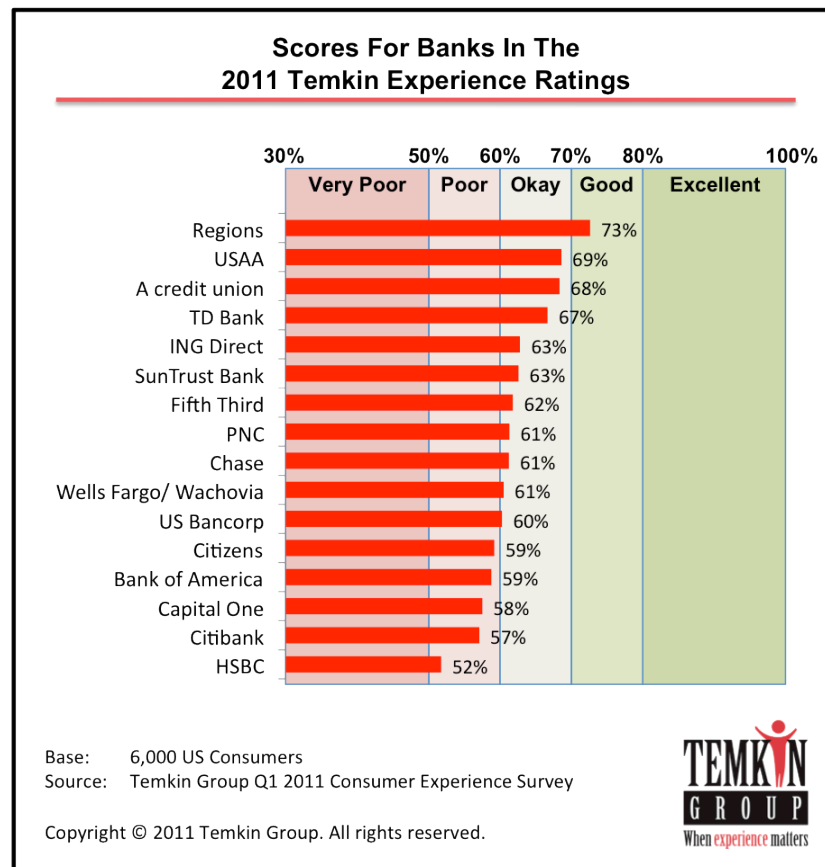
Regions Delivers Top Banking Experience

In the **2011 Temkin Experience Ratings**, we examined the customer experience of 143 companies across 12 industries. For this post, we will take a closer look at the 16 banks in the ratings.

Banks, as a group, had an average rating of "Okay" and ended up in the middle of the pack; the 5th ranked industry out of 12...



Let's take closer look at the results for all of the individual banks...



As you can see, **Regions** is the only bank with a “Good” customer experience rating, but is closely followed by USAA, credit unions (as a group), and TD. At the other end of the spectrum, five banks ended up with "Poor" overall customer experience ratings: **HSBC, Citibank, Capital One, Bank Of America, and Citizens.**

The ratings are based on a survey of 6,000 US consumers who provided feedback on the following three elements of their experience with companies:

- **Functional:** How well do experiences meet consumers’ needs?
- **Accessible:** How easy is it for consumers to do what they want to do?
- **Emotional:** How do consumers feel about the experiences?

Let's take a look at how the banks were rated in these three components...



While 10 of the 16 banks crossed the "Good" line for the Functional component of their experience, only the top three made it to that level for the Accessible component.

For more access to the data, visit the **Temkin Ratings website** (www.temkinratings.com).

The bottom line: Banks need to make it easier for customers

About Temkin Ratings

Temkin Ratings is an offering of Temkin Group. The site provides access to data on how consumers rate their experiences with more than 100 companies and the associated loyalty of those consumers. The data can help organizations benchmark themselves within their industry and compare themselves to companies across other industries. The breakdown of data in consumer segments (age, income, education, gender, and ethnicity) provides companies with a deeper understanding of the link between customer experience and loyalty for their customers.

About Temkin Group



Temkin Group is a customer experience research and consulting firm. We have one simple goal for our clients: increase customer loyalty by becoming more customer-centric. Any company can improve portions of its customer experience, but it takes more than a few superficial changes to create lasting differentiation. The Temkin Group combines customer experience thought leadership with a deep understanding of the dynamics of large organizations to help senior executives accelerate their customer experience results.

The company was founded based on four core beliefs:

Customer experience drives loyalty.

Our research and work with clients has shown that interactions with customers influences how much business they'll do with you in the future and how often they recommend you to friends and colleagues.

It's a journey, not a project.

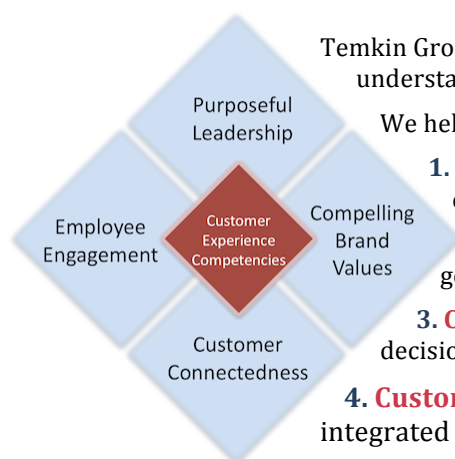
Building the capabilities to consistently delight customers doesn't happen overnight. Companies need to plan for a multi-year corporate change program.

Improvement requires systemic change.

Companies can improve isolated customer interactions, but they can't gain competitive advantage until customer experience is embedded in their operating fabric.

We can help you make a difference.

Transformation isn't easy, but leading your company to be more customer-centric is worth the effort. We help our clients accelerate their results and avoid many of the bumps along the way.



Temkin Group combines customer experience thought leadership with a deep understanding of the dynamics of large organizations to accelerate results.

We help firms build four competencies required for long-term success:

1. Purposeful Leadership. Does your executive team operate consistently from a clear, well-articulated set of values?

2. Engaged Employees. Are employees fully committed to the goals of your organization?

3. Compelling Brand Values. Are your brand attributes driving decisions about how you treat customers?

4. Customer-connectedness. Is customer feedback and insight deeply integrated throughout all of your internal processes?

For more information about Temkin Group visit www.temkingroup.com or email info@temkingroup.com